

# REAL ESTATE MARKETING

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING – *and the answers* –

Published September 1st, 2023  
Curated and Written by Devon Jones

65QREAAGAMI23



Copyright © 2023 by Devon Jones  
[www.SevenTreeMedia.com](http://www.SevenTreeMedia.com)

All Rights Reserved. This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review.

Printed in the United States of America

First Printing, 2023

Published by Sin Miedo Consulting Ltd.  
Calgary, AB  
T3A 5S8

Paperback ISBN:

## REAL ESTATE MARKETING

For my Dad, who guided me into the world of real estate, showed me the ropes, introduced me to the right people, and inevitably inspired this writing.

Without your guidance this book would have never manifested into what it has become and I am forever grateful for your efforts in guiding me towards a lifelong pursuit of knowledge, legacy, and positive impact.

Thank you.

"Take your time and get good at something.  
When you're good, stop taking your time."  
- Robert Jones

# TABLE OF CONTENTS

1. What does a marketer do in Real Estate?
2. What are the 4 P's of marketing in Real Estate?
3. How do you talk in Real Estate marketing?
4. What questions should I ask as a Real Estate Agent?
5. How do you create a marketing strategy for Real Estate?
6. What are the 3 roles of a marketer?
7. How much should I spend on marketing as a Real Estate agent?
8. What are the 4 types of marketing strategies?
9. What is the Five Forces model?
10. How do I market my listing?
11. What is an example of a marketing strategy?
12. How do you write an email to get leads?
13. What is the difference between marketing and advertising?
14. What is a cold caller in Real Estate?
15. How to market a million-dollar listing.
16. How do you make small talk in Real Estate?
17. What Real Estate strategy makes the most money? (Working with Buyers Vs. Sellers)
18. How do you target a Real Estate audience?
19. How do you get leads for a listing?
20. What is the first thing a marketer should do?
21. What are 3 qualities of a good real estate marketer?
22. How long does it take to generate leads?
23. Is marketing important in Real Estate?
24. How much do mortgage brokers spend on marketing?
25. What are the 4 C's of marketing?
26. What are the 5 A's of marketing strategy?
27. What are the 7 principles of marketing?
28. Is marketing the same as selling?

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

29. How can I increase sales?
30. What is the most popular marketing strategy?
31. What comes first marketing or branding?
32. What is PR in marketing?
33. What does PPC stand for?
34. What are the 4 pillars of Real Estate cold calling?
35. If you combined the knowledge shared by Tom Ferry, Kevin Ward, Mike Ferry, and Grant Cardone, what would be the most effective strategy for realtors to establish their brand, get leads, and get more deals?
36. What do people want most in a Real Estate agent?
37. What is the best time to make Real Estate calls?
38. How to spend \$1,000 on marketing?
39. How to sound like a Real Estate agent?
40. Can a quiet person be a Real Estate agent?
41. How to WOW! Real Estate clients?
42. How do you build credibility in Real Estate?
43. Who are the targets of Real Estate?
44. Where do realtors get most of their leads?
45. How do I get more buyers and sellers?
46. How do you get leads fast?
47. What is the 3-3-3 rule in real estate marketing?
48. What are the 3 C's in Real Estate marketing?
49. Why do realtors need digital marketing?
50. What are the 5 M's of Real Estate advertising?
51. How can I get leads without paying?
52. Does paying for leads work?
53. How many leads does it take to make a sale in Real Estate?
54. Can you generate leads organically?
55. What stages are there for leads in Real Estate marketing?
56. What are the six types of basic sales leads?
57. What is a reasonable price to pay per Real Estate lead?
58. Where do most people search for Real Estate?
59. Do salespeople generate leads?

## **REAL ESTATE MARKETING**

60. What is a good number of leads per day?
61. What are the 4 types of Real Estate agents?
62. What is the most common type of agent in Real Estate?
63. What are the three keys to sales in Real Estate?
64. What is the 7 times 7 rule in Real Estate?
65. What is the 20% sales rule?

## Introduction.

This book already has WAY too many pages and I don't want to waste your time blabbering on about myself so here's the deal. I stumbled upon this book by accident. What I originally wanted was to be proactive, find out what my clients were searching for, and then create blogs to answer those questions.

What ended up happening is clearly so far from where I started that I'm not sure I have even accepted that this is actually a book. If you don't know me I've spent nearly two decades in the real estate space on both sides of the mess and everything contained herein has been battle tested, finds its foundation in human psychology & behavioral sciences (*my other weird hobby*), or I have learned it from another expert in the field and have credited them where applicable.

This book is meant to be interactive so if you've purchased the print version you can get the digital one here (*along with a ton of other freebies*): [www.SevenTreeMedia.com/RealEstateMarketingBook](http://www.SevenTreeMedia.com/RealEstateMarketingBook)

You can also contact me through that website should you decide that this is overwhelming or too much for you to take on. Use this book how you see fit. Answer your more pressing questions first and then work your way around to the other stuff as needed. You don't necessarily need to read the whole thing but I would recommend it. Even if you're a pro this stuff is going to help.

Best of luck!



# Question 1.

## What does a marketer do in Real Estate?

A marketer in Real Estate plays a crucial role in promoting and showcasing properties, attracting potential buyers and sellers, and building the brand and reputation of Real Estate agencies or individual agents. The responsibilities of a Real Estate marketer can vary depending on the specific company and its goals, but some common tasks and activities include:

- 1. Developing Marketing Strategies:** Real estate marketers create comprehensive marketing strategies to reach the target audience effectively. They consider the unique selling points of your personal brand, the brokerages brand, and the properties highlights and develop plans to highlight them in promotional materials. Having a well-defined marketing strategy will give you the confidence to navigate the competitive Real Estate market with a clear plan of action. This confidence almost always translates into better results when presenting properties to clients and negotiating deals.

## REAL ESTATE MARKETING

- 2. Advertising and Promotion:** They manage advertising campaigns across various channels, such as Google Ads, social media, print media, billboards, email, and direct mail. They are responsible for designing eye-catching ads and creative materials and make certain they are placed in strategic locations to maximize exposure. Seeing your ads gain traction and generate interest will fuel your excitement for the properties and clients you represent. This enthusiasm will be infectious, attracting potential buyers and sellers who are drawn to your passion and dedication.
- 3. Content Creation:** Real estate marketers produce engaging and informative content, such as property descriptions, blog posts, videos, virtual tours, and infographics. This content helps showcase properties and attract potential buyers. Creating valuable content that resonates with your audience will show your clients the level of expertise you bring to the table. Knowing that the people you represent appreciate your insightful content will give you a sense of fulfillment, knowing you are making a positive impact on their Real Estate journey.
- 4. Social Media Management:** They manage the Real Estate agency's or agent's social media presence, creating and scheduling posts to engage with the audience, share property listings, market updates, and relevant industry information. Compelling social media management will foster a sense of connection with your audience, allowing you to engage with them on a personal level. Building meaningful relationships through social media will lead to loyal clients who trust you and want to do business with you.
- 5. Website Management:** Real estate marketers oversee the development and maintenance of the company's website. They ensure the site is user-friendly, visually appealing, and contains up-to-date information and relevant content. Managing a well-designed website that attracts traffic and generates leads will give you a sense of accomplishment as you witness your online presence contributing to the growth of your business and reputation.

- 6. Email Marketing:** They implement email marketing campaigns to nurture leads, send property updates to potential buyers, and keep past clients informed about market trends and new opportunities. Successful email marketing campaigns and positive client responses will help you quickly validate offers and stay connected with your clients.
- 7. Search Engine Optimization (SEO):** Real estate marketers optimize the company's website and content to rank higher in search engine results. This helps improve visibility and attract organic traffic. Achieving higher search engine rankings through SEO will boost your visibility and position you as a successful Real Estate agent. Clients are more likely to trust and choose agents who are easily found online. Extra brownie points for having a solid reputation and outstanding reviews.
- 8. Event Planning:** They organize and participate in community events, open houses, and Real Estate expos to connect with potential clients, network with industry professionals, and showcase properties. Organizing successful community events and open houses will bring joy and satisfaction as you create memorable experiences and build relationships. This positive energy will attract potential clients who are eager to work with someone they enjoy being around.
- 9. Market Research:** Real estate marketers conduct market research to understand trends, buyer preferences, and local market conditions. This information guides their marketing strategies and helps them identify new opportunities. Conducting market research will empower you with valuable insights, helping you make informed decisions that drive your success in the Real Estate market. This knowledge will set you apart as a reliable and knowledgeable agent.
- 10. Lead Generation:** Marketing experts in the world of Real Estate also work to generate leads by implementing various strategies and tactics. This can include prospect experience mapping, developing lead attraction strategies, and crafting compelling marketing materials to catch the attention of your ideal clients. Consistent lead generation and inquiries will fuel your optimism and the growth of your business. As you witness an increase in

## REAL ESTATE MARKETING

potential clients seeking your services, you'll feel motivated to take your Real Estate career to new heights.

- 11. Analytics and Reporting:** Real estate marketers analyze the performance of marketing campaigns, measure key performance indicators (KPIs), and provide reports to assess the effectiveness of their efforts. They use data to refine strategies for better results. Leveraging Analytics and Reporting in your Real Estate marketing efforts will empower you to make strategic decisions, continuously improve your strategies, and build strong client relationships based on trust and transparency. By staying ahead of market trends and focusing on achieving specific goals, you will drive your success as a Real Estate agent, making you a sought-after and respected professional in the competitive Real Estate industry.

Overall, the role of a Real Estate marketer is to enhance the visibility of your personal brand and the properties you represent. Their primary goal is to attract potential clients and create compelling marketing campaigns that position you or your brokerage as a trusted and knowledgeable industry leader. Their work contributes significantly to generating leads and driving sales in the competitive Real Estate market.

## Question 2.

# What are the 4 P's of marketing in Real Estate?

The 4 P's concept in marketing is a foundational framework used to develop compelling marketing strategies. It stands for Product, Price, Place, and Promotion. In the context of Real Estate, the 4 P's play a vital role in shaping how Real Estate agents or agencies market their properties and services.

Let's explore each element in detail:

### 1. Product (Property):

In Real Estate, the "product" can refer to the properties being marketed or the agent who is marketing them. This includes residential homes, commercial buildings, land, or any other Real Estate assets. As a Real Estate agent it's your job to understand the unique features, benefits, and selling points of each property you represent. You should effectively communicate these

## REAL ESTATE MARKETING

aspects to potential buyers, emphasizing how the property meets their specific needs and preferences.

Leveraging emotional benefits as a strategy to effectively communicate with potential clients about the product in Real Estate can be incredibly powerful. While features and specifications of a property are important, emotions often play a significant role in a buyer's decision-making process. Leveraging emotional benefits as a strategy in real estate marketing can indeed be incredibly powerful. It involves tapping into the potential buyer's emotions and aspirations to create a strong connection with the property.

Here's how to effectively communicate with potential clients using emotional benefits:

- a. Understand your clients:** Take the time to get to know your potential buyers and their preferences. Understand their lifestyle, needs, desires, and long-term goals. This information will help you tailor your communication to resonate with their emotions.
- b. Tell a compelling story:** Instead of merely listing the features of a property, craft a compelling narrative around it. Highlight the experiences and lifestyle that the property offers. Use storytelling to evoke emotions and paint a vivid picture of what life would be like for the potential buyer living in that property. Help them imagine themselves with their problem solved.
- c. Identify the emotional triggers:** Identify the specific emotional benefits that buying or selling can offer. For example, a spacious backyard might appeal to a family looking for a safe and fun place for their children to play, while a luxurious spa bathroom could attract buyers seeking relaxation and self-care. Selling their home quickly can give them freedom or getting the price they want will help them feel accomplished and wealthy. The best way to tap into their emotions is to *ask the right questions*.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- d. Use imagery and visuals:** Incorporate high-quality images and videos that capture the essence of the property and the emotions it can evoke. Visuals can inspire powerful emotional reactions and create a desire in potential buyers to experience the property firsthand.
- e. Showcase lifestyle benefits:** Emphasize how the property aligns with the buyer's desired lifestyle. Whether it's a vibrant urban setting, a peaceful suburban retreat, or a picturesque countryside escape, make sure to highlight how the property supports their ideal way of living.
- f. Create a sense of urgency:** Utilize time-sensitive language or exclusive offers to encourage potential buyers to act quickly. Emotional appeals can be even more potent when combined with the fear of missing out on a unique opportunity.
- g. Share success stories:** Use testimonials and success stories from previous clients who found their dream home or investment property through your services. Positive experiences from others can build trust and reinforce the emotional benefits of working with you as their real estate agent. You can use Russell Brunson's Million Dollar Testimonial Questions to get you clients to share meaningful feedback about their experience working with you.
  - i.* What was the problem you were having before finding me?
  - ii.* What result have you gotten after working with me?
  - iii.* What kept you from working with me sooner?
  - iv.* What exactly did you like the most about working with me?
  - v.* Why would you recommend me to someone else?
  - vi.* Did you get any other benefits that you'd like to mention?

## REAL ESTATE MARKETING

- h. Be genuine and empathetic:** Approach potential clients with a warm, friendly, and compassionate demeanor. Show genuine interest in helping them find a property that fulfills their emotional needs and preferences. Building trust and rapport is essential in the real estate industry.

By incorporating emotional benefits into your real estate marketing strategy, you can effectively communicate with potential clients on a deeper level. Remember to focus on how the property meets their specific needs and desires, and you'll increase the chances of creating a strong emotional connection that drives them to make a purchase.

- 2. Price:** The "price" aspect pertains to the financial value assigned to the property. Real estate agents need to determine competitive and fair pricing for each property based on market conditions, property features, location, and comparable sales. Setting the right price is crucial to attracting potential buyers and maximizing the property's value for sellers.

When it comes to pricing a property you represent, it's essential to follow a strategic approach to ensure you attract potential buyers while maximizing the property's value. Here are some steps you should consider:

- a. Conduct a Comparative Market Analysis (CMA):** Start by analyzing recent sales data of similar properties in the same neighborhood or area. This will give you a clear understanding of the current market trends and help you determine a competitive price range for the property. Use a spreadsheet to collect your data and stay organized. Pro Tip: Build a template that you can use for each new client you take on.
- b. Assess the Property's Unique Selling Points:** Identify the property's key features, upgrades, location advantages, and any other factors that make it stand out from others in the market. These unique selling points can justify a higher price if they provide added value to potential buyers.

- c. Consider Market Conditions:** Stay updated on the current real estate market conditions, including supply and demand, interest rates, and economic factors. In a seller's market with high demand and limited inventory, you might be able to set a higher price, whereas a buyer's market may require a more competitive pricing strategy.
- d. Factor in Property Condition and Upgrades:** The property's overall condition and any recent renovations or upgrades should be taken into account when determining the price. Well-maintained properties and modern amenities can justify a higher price point.
- e. Consult with the Seller:** Engage in open communication with the property owner to understand their expectations, motivations, and timeline for selling. Align your pricing strategy with their goals while providing expert advice based on market data.
- f. Avoid Overpricing:** Setting an unrealistically high price can deter potential buyers and result in a property staying on the market for an extended period. Price the property based on its actual value to attract serious buyers.
- g. Consider Pricing Slightly Below Market Value:** In some cases, pricing the property slightly below the market value can generate more interest and lead to competitive bidding, potentially driving the final sale price higher.
- h. Regularly Review and Adjust Pricing:** Continuously monitor the property's performance in the market. If it doesn't receive sufficient interest or offers, be prepared to reevaluate the pricing strategy and make adjustments as needed. Communicate with your client regularly to help maintain realistic expectations as you progress through the selling process.

## REAL ESTATE MARKETING

By following this well-considered approach, you can confidently price the property you represent to achieve the best possible results for your client.

3. **Place (Distribution):** In Real Estate, "place" refers to the distribution channels used to reach the target audience. This can include things like Real Estate portals, websites, and social media platforms where listings are showcased, and the physical locations of open houses and property showings.

As a Real Estate Agent you must make sure the properties you represent are accessible to their target audience through efficient content distribution channels. You can leverage various online and offline platforms to distribute creative media and content to highlight both your own brand as well as the properties you represent.

Here's a comprehensive list to help you attract attention and reach a wider audience:

- a. **Your Personal Website:** Create a professional website showcasing your brand, expertise, and featured properties. Use high-quality images and engaging content to make a strong first impression.
- b. **Real Estate Listing Websites:** Utilize popular real estate listing platforms like Zillow, Realtor.com, Trulia, and Redfin to showcase your properties to a wide audience.
- c. **Social Media Platforms:** Maintain active profiles on major social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and Pinterest. Share property photos, virtual tours, market updates, and valuable real estate insights.
- d. **Video Sharing Platforms:** Post property walkthroughs, neighborhood tours, and informational videos on YouTube and Vimeo to engage potential buyers visually.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- e. **Real Estate Blogs:** Start a blog on your website and write informative and engaging articles about the local market, property buying tips, and industry trends.
- f. **Email Marketing:** Build an email list of potential buyers and send regular newsletters featuring new property listings, market updates, and real estate advice.
- g. **Online Forums and Communities:** Participate in real estate-related forums and social media groups to answer questions, share expertise, and establish yourself as a knowledgeable agent.
- h. **Virtual Tours and 3D Models:** Utilize virtual tour platforms to create interactive property tours that allow buyers to explore properties from the comfort of their homes.
- i. **Podcasts and Webinars:** *Host or participate in real estate podcasts* and webinars to share valuable insights and promote your brand.
- j. **Print Media:** Advertise in local newspapers, real estate magazines, and brochures to target a more traditional audience.
- k. **Direct Mail:** Send targeted direct mailers, such as postcards or flyers, to potential buyers and sellers in specific neighborhoods.
- l. **Open Houses and Events:** Host open houses and community events to showcase properties and interact with potential clients face-to-face.
- m. **Collaborate with Influencers:** Partner with local influencers, bloggers, or businesses to cross-promote each other's content.

## REAL ESTATE MARKETING

- n. **Google My Business:** Optimize your Google My Business listing to improve your online visibility in local searches.
- o. **Online Advertising:** Utilize pay-per-click (PPC) advertising on platforms like Google Ads and social media to reach a targeted audience.
- p. **Client Testimonials and Reviews:** Encourage satisfied clients to leave positive reviews on your website, social media, and review platforms.
- q. **Local TV and Radio:** Consider advertising or being featured on local TV or radio stations.

It's imperative that you tailor your content for each platform and engage with your audience regularly. Consistency, authenticity, and providing valuable information are key to building a strong personal brand and attracting attention to your Real Estate business.

- 4. **Promotion:** The "promotion" component is about the marketing and promotional activities used to create awareness and generate interest in the properties you represent. Real estate agents employ various promotional tactics, such as advertising (both online and offline), social media marketing, content marketing, email campaigns, and hosting events like open houses and property expos.

The aim of the Promotion pillar is to showcase the properties' unique features and benefits, create a sense of urgency among potential buyers, and position the Real Estate agent as a trusted and reliable expert.

Here are some instructions and best practices to follow:

- a. **Define Your Target Audience:**

Identify your ideal clients and understand their needs, preferences, and pain points. Tailor your promotional

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

efforts to resonate with your target audience effectively using stories and emotional triggers.

### **b. Develop a Unique Selling Proposition (USP):**

Highlight what sets you apart from other real estate agents. Showcase your expertise, achievements, and the unique benefits clients will receive by working with you. *Disrupt your industry.*

### **c. Utilize Multiple Channels:**

Diversify your promotional efforts across various online and offline channels. Utilize social media, email marketing, website content, direct mail, and local advertising to reach a broader audience.

### **d. Create High-Quality Content:**

Produce valuable and engaging content that provides insights into the local real estate market, buying/selling tips, and property-related information. Content can include blog posts, videos, infographics, and virtual tours.

### **e. Showcase Professional Photography and Virtual Tours:**

*Invest in high-quality images* and *virtual tours* to showcase your properties effectively. Visual content is crucial for attracting potential buyers.

### **f. Leverage Social Media:**

Utilize social media platforms strategically to share property listings, market updates, client testimonials, and informative content. Engage with your audience and respond to inquiries promptly.

### **g. Email Marketing Campaigns:**

## REAL ESTATE MARKETING

Build an email list and send regular newsletters to your clients, featuring new listings, market trends, and real estate insights.

### **h. Collaborate with Local Businesses:**

Partner with local businesses, influencers, and organizations to cross-promote each other's content and increase your reach within the community.

### **i. Host Webinars and Events:**

Organize webinars and events on real estate topics of interest to potential clients. This positions you as an expert and helps you connect with a broader audience.

### **j. Monitor and Analyze Results:**

Regularly track the performance of your promotional efforts. Analyze data on website traffic, social media engagement, email open rates, and conversion rates to refine your strategies.

### **k. Be Responsive and Approachable:**

Respond to inquiries and messages promptly and professionally. Be approachable and foster positive interactions with potential clients.

### **l. Use Testimonials and Reviews:**

Leverage positive client testimonials and reviews to build trust and credibility with prospective clients.

### **m. Offer Special Promotions or Incentives:**

Consider offering limited-time promotions or incentives to attract more attention to specific properties or services.

### **n. Measure Return on Investment (ROI):**

Evaluate the effectiveness of your promotional campaigns by measuring the ROI for each channel and adjusting your strategies accordingly.

By implementing some or all of these best practices, you can effectively promote your real estate services and properties, attract potential clients, and build a strong reputation in the market. Remember to adapt your promotional efforts based on the unique needs and preferences of your target audience.

So that's the 4 P's concept, in a not so nut sized shell. As a real estate agent, understanding the concepts of product, price, place, and promotion can contribute significantly to your success.

By effectively communicating the emotional benefits of properties, strategically pricing them based on market conditions and unique features, utilizing various distribution channels and promotional tactics to reach a broader audience, building trust through social proof, and fostering strong client relationships, you can elevate your real estate business.

Implementing a data-driven approach and catering to specific niche markets will enable you to stand out in the industry, attract the right clients, and achieve greater success in closing deals.



## Question 3.

# How do you talk in Real Estate marketing?

At first I thought this was a silly question but after considering it for a while I realized why this was asked so often on the Google machine. I remember when I started on my journey in sales I felt the same way you probably do if this is a question that caught your attention.

Of course, just like everyone else, you want to sound like you know what you're talking about. I know I did. I was worried that when people started asking me questions I would sound like a newbie and they wouldn't want to work with me. If that's you then you're in luck. That feeling goes away. With practice that is.

The trick is to get out there and start talking. When someone asks a question and you know the answer, provide it. If you don't, simply let the person know you need to do some digging to get them the answer they're looking for (even if it seems like a simple question), write it down in your notes, and then go find the answer. Next time that question is asked you'll be more prepared.

## REAL ESTATE MARKETING

You can't know all the things when you first start out so give yourself some room to grow. In an effort to provide you with some tools and resources that will help you practice in confidence here are some tips to help you communicate effectively in Real Estate marketing especially if you're just starting out:

- 1. Use clear, simple language:** Avoid using technical jargon or complex terminology that potential buyers and sellers may not understand. Instead, use simple, easy-to-understand language to communicate the key features and benefits of the property.
- 2. Highlight unique features:** When describing a property, focus on its unique features and benefits. This can help make the property stand out from the competition and appeal to potential buyers.
- 3. Use storytelling:** Use storytelling techniques to create a connection with potential buyers and sellers. For example, you could describe how a family might use the backyard for summer barbecues or how the natural light in the living room creates a warm and inviting atmosphere. If you're bad at stories you may want to consider studying one of the greats.

The Pixar storytelling formula is a narrative structure often attributed to Pixar Animation Studios, known for producing successful animated films such as *Toy Story*, *Finding Nemo*, and *The Incredibles*. The formula is based on the concept of the hero's journey and consists of six key elements:

- a. Once upon a time:** This establishes the setting and introduces the protagonist.
- b. Every day:** This sets up the protagonist's routine and their ordinary world. Hint: this part is what is relatable to the people you're trying to reach. What does a day in *THEIR* life look like?
- c. But one day:** This introduces the inciting incident that disrupts the protagonist's everyday world, introduces the antagonist, and sets them both on their journey.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Could be a divorce, a new baby, first home, dream home, you get the idea.

- d. **Because of that (X2):** This is a series of events and obstacles that the protagonist encounters on their journey. The first is the catalyst event and the second is usually something the protagonist did that made the problem worse.
- e. **Until finally:** This is the climax or resolution of the story, where the protagonist overcomes the obstacles, slays the antagonist, and achieves their goal.

The Pixar storytelling formula is a simple and effective structure that can be applied in a variety of situations to help create a compelling narrative that engages and resonates with the person or people you're trying to connect with.

- 4. **Be responsive:** Be available and responsive to potential buyers and sellers, and provide them with the information they need promptly and efficiently. This can help build trust and credibility, ultimately leading to a successful sale or rental.
- 5. **Build relationships:** Building strong relationships with other industry professionals, such as Real Estate agents and brokers, lenders, and insurance agents can help you expand your network and reach more potential buyers and sellers. Be friendly, courteous, and professional in all your interactions, and look for opportunities to provide value, collaborate, and build mutually beneficial partnerships.

Communication in real estate marketing, especially for beginners, involves using clear language, highlighting unique property features, and utilizing storytelling techniques to create connections with potential buyers and sellers. Experiment with the Pixar storytelling formula to craft compelling narratives that engage the people you're trying to reach. Additionally, be responsive, build strong relationships with industry professionals, and give yourself room to grow as you gain experience and knowledge in the field. With practice and the right tools,

## **REAL ESTATE MARKETING**

you can confidently communicate in real estate and succeed in the industry.

## Question 4.

# What questions should I ask as a Real Estate Agent?

If you're searching for the right questions to ask a buyer or seller when working with them you're already miles ahead of your competition. You've probably picked up on the fact that selling isn't your job, it's your prospects. What I mean by that is the less you're pitching, the more your prospect is buying. Your job shouldn't be to spend all of your time and energy convincing people of what they want or need; rather, it should be more investigative.

Asking the right questions and getting useful answers will make your job of connecting solutions to problems a whole lot easier. As with everything there is a framework or formula that you can apply that will help you systemize this approach to sales and get you results more often. In a good sales system there are 5 phases of the conversation. These phases can take minutes or days so be flexible when you start this path with anyone.

**1. Phase 1: The Connection**

In this phase you're making introductions, establishing your expertise, and opening the opportunity for further dialogue by creating intrigue. This is the coldest stage of your sales process. If someone asks what you do and you reply "I'm a Realtor." you're missing out on a ton of opportunities.

Instead try a technique employed by the famous Jeremy Miner: "You know how some people have a hard time breaking into the real estate market? Well I help those people figure out their credit situation and come up with a plan to buy their first home without stressing them out." You see how much more interesting that is? Here's the formula so that you can make a statement like this for yourself:

- a. You know how some people \_\_\_\_\_  
-----  
-----  
*(the problem that you solve)*
- b. Well I help people like that  
-----  
-----  
*(solution, in specific timeframe, without major fear)*

Use this framework to build yourself an intriguing introduction so that whenever you meet someone new you can have interesting conversations while still prospecting. Practice it frequently, wherever you go, whenever you can so that it becomes your default answer to that dreadful question. As you get better at it you can sprinkle in your own pizzazz to make it your own.

Generate interest with this leading opening and then allow the person you're talking to the courtesy of steering the ship. If they start asking broad questions it's an indicator that they're not interested and just being friendly so shift gears and move on. If their questions are specific, that's the signal to keep the momentum. When the conversation feels ready you can move to the next phase.

## 2. Phase 2: Unpacking Stage

When you feel like the person you're talking to is someone that actually needs the solution you provide you can move into the next phase. I can't stress this enough. If they don't show interest then move on. You're wasting your time and theirs. Resist the urge to entertain false interest, seek approval, or chase after referrals from them because there's a very high likelihood they wouldn't care enough to pass on your name and number. If they haven't expressed any interest in what you're saying they aren't the right audience and that's OK. Simply move on with the conversation.

That being said, if you checked off the first box you can start unpacking their situation. The goal of this phase is to lead them down a very specific path. The path you're leading them down can be broken down into 3 layers of questions. Situation questions, problem aware questions, and solution aware questions.

Here is a comprehensive breakdown of the phases and corresponding questions:

### a. Situation Questions:

- i.* Just so I have a clear picture of where you're at right now, can you describe your current approach to buying/selling a property?
- ii.* How long have you been actively searching for a property/selling your home?
- iii.* What factors led you to make the decision to buy/sell at this particular time?

### b. Problem Aware Questions:

- i.* What challenges have you encountered during your property search/selling process?
- ii.* What aspect of the buying/selling experience concerns you the most?

## REAL ESTATE MARKETING

- iii.* How has the current real estate market affected your decision-making process?
- iv.* Have you faced any specific obstacles or frustrations in previous property transactions?
- v.* Are there any particular requirements or deal-breakers you want me to be aware of?

### **c. Solution Aware Questions (Stage 1):**

- i.* I understand you might be concerned/frustrated by [PAIN POINT]... Can you share how this has impacted your property search/selling experience?
- ii.* Why is [specific aspect] important to you in your property search/selling journey?
- iii.* How important is it for you to find a solution to [PAIN POINT] right now?
- iv.* Have you explored potential strategies or solutions to address [PAIN POINT] already?
- v.* How do you envision your buying/selling experience being different from your current approach?

### **d. Solution Aware Questions (Stage 2):**

- i.* What steps have you taken so far to address [PAIN POINT], if any?
- ii.* If you could change one thing about the buying/selling process, what would it be?
- iii.* Have you considered alternative approaches or options to achieve your property goals?
- iv.* Tell me more about [specific aspect] and its significance in your property search/selling process.
- v.* Are there any other strategies or ideas you haven't mentioned that you've thought about implementing?

### **e. Solution Aware Questions (Stage 3):**

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- i.* Can you recall a time during your property search/selling journey when something worked particularly well? What made it successful?
- ii.* On the flip side, what didn't work as expected during your property search/selling process? What could have been done differently?
- iii.* If you had the chance to change one thing about a previous property transaction, what would it be?

### **f. Solution Aware Questions (Stage 4):**

- i.* How do you see your ideal real estate agent fitting into your property search/selling process?
- ii.* What are the outcomes you're looking to achieve specifically with the help of a real estate agent?
- iii.* When are you hoping to start working with a real estate agent to achieve your property goals?
- iv.* If you decide to work with a real estate agent, is there anyone else involved in the decision-making process?
- v.* Do you have a budget in mind for professional real estate services to assist you in your property search/selling process?

### **3. Phase 3: Transition Stage**

When you've gathered enough information to qualify the person you're talking to you're ready to transition. It doesn't matter if what you can do to help is a good fit or not, at some point you're going to need the conversation to move forward. Here's how you're going to make that happen. First you're going to follow the step labeled *a*. Then you're going to pick one statement from *b*. and one from *c*. Then you can move to Phase 4.

- a. Briefly summarize the main logical and emotional problems.**

## REAL ESTATE MARKETING

Based on what you told me – what we do might actually fit your situation because, you know how you said that you want [SOMETHING THEY MENTIONED] and right now [PAIN POINT] is causing you to feel, I think you mentioned, a little bit [EMOTIONAL RESPONSE]...

### **b. Ask a future pacing question.**

Let's suppose that we were able to work with you to create a content based marketing strategy...

Now I know it's not happening right now, but let's just pretend it was for a second...

Are there any other issues you might have that you would want to see resolved?

### **c. Move to the presentation stage with a neutral ask.**

Would you like to go over with me, what I think might work for you to solve [THEIR MAIN PROBLEM] along with [OTHER ISSUES]?

I might have a possible solution that could solve [THEIR MAIN PROBLEM] along with [OTHER ISSUES], would you like to go over that with me?

## **4. Phase 4: Presentation Stage**

This is where things get tricky. You're going to have to fight, with every ounce of your being, the unrelenting urge to overshare. Sure, you have a lot of knowledge and experience, or you're rich with ideas and strategies but you're going to have to avoid talking about them at all costs. This is one of those instances where show is significantly better than tell. Instead you're going to have a prepared outline you will offer that takes no more than 60 seconds to share.

Seriously! Time yourself saying it out loud to make sure you come in under the limit. You don't want to spend any time on convincing your counterpart that you're a good fit. They will do

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

that themselves. Here's how you will guide this part of the conversation.

**a. Build a framework to help you briefly explain what you do.**

Use this simple framework to outline your own signature solution to help you stand out from the crowd. Break down your process into three major phases. And then break those three phases down into three steps each. Here's an example:

- i.* Phase 1: Validation
  - 1. Step 1: Property Assessment
  - 2. Step 2: Documentation Gathering
  - 3. Step 3: Pre-Approval
- ii.* Phase 2: Visibility
  - 1. Step 1: Marketing Strategy
  - 2. Step 2: Showcasing
  - 3. Step 3: Online Promotion
- iii.* Phase 3: Victory
  - 1. Step 1: Offer Negotiation
  - 2. Step 2: Contract Execution
  - 3. Step 3: Closing Process

When you reach the Presentation stage briefly run through your signature solution with your prospect. Then hand the mic back because it's their turn again. They're going to have questions. Not objections, but ideas that need reframing in their mind. That's your job in the next part of the presentation stage.

**b. Ask them questions again.**

- i.* Based on what you've shared with me do you feel like our process fits what you had in mind?
- ii.* After learning a bit more about our solution did any questions come to mind that you'd like to ask?

**c. Handle any additional questions & concerns.**

- i. Let's suppose that it wasn't what you thought it was...
- ii. Suppose you could...
- iii. What if we could...
- iv. What if you could...
- v. Would you be comfortable with that?
- vi. How does that look so far?
- vii. Would that work for you?
- viii. Would that be appropriate?
- ix. Would this help you?
- x. Is there anything else you'd like to address with me at this point?

**d. Handle demands outside of our scope of work.**

- i. Start with this statement: "Just so I understand what you're asking... *[REITERATE REQUEST]* Is that correct?"
- ii. Once you have clarity on the request, move to this statement: "I want you to know why that's further than I can actually go... *[INSERT REASON AND OFFER ALTERNATIVE SOLUTION]*"

**e. Overcoming Objections Formula**

No matter what their objection there is always an underlying problem that they may need help solving. Use your remaining time to uncover what those underlying issues may be. Here are some questions you can ask to spur the conversation along:

- i. If you did have *[MISSING RESOURCE]* would this be something that would work for you?
- ii. Why do you feel that it would be a good fit?
- iii. I can appreciate that *[OBJECTION]* might be an issue for you... How do you think you can resolve that so that you can implement a strategy like this to grow your brand?

## 5. Phase 5: Commitment Stage

This is the easy part. If you've done all the previous work according to the outline that is. All that's left is to get the commitment and sign the paperwork. If you've made it this far make sure you are absolutely prepared for it. Have all the paperwork with you (*or the digital equivalent*) so that you don't miss out on the opportunity. And then, ask a commitment question:

- a. **First**, "Do you feel like this is something that can [SPECIFIC SOLUTION]?"
- b. **Follow it up with**: "Well, hold on, why do you feel like it would?"

If you take the frameworks outlined here you will have a powerful plan to guide you through your sales process. First, in The Connection (Validation Phase), you'll introduce yourself with intrigue, showcasing your expertise to forge meaningful connections.

Next, in the Unpacking Stage (Visibility Phase), you'll identify genuine prospects and lead them through a path of discovery, understanding their needs and concerns.

As you move to the Transition Stage (Victory Phase), you'll confidently present solutions that align with their desires and resolve their key problems.

Then, in the Presentation Stage, you'll shine brightly with your concise signature solution, leaving a lasting impression. And finally, the Commitment Stage will give you the confidence you need to seal the deal.



## Question 5.

# How do you create a marketing strategy for Real Estate?

Creating a marketing strategy that will grow your personal brand while helping you work with your ideal clients involves several key steps. Here's a general framework for developing an effective marketing strategy:

1. **Define your target market:** Determine who your ideal buyer or renter is based on factors such as demographics, location, lifestyle, and preferences.
  - a. **Research the Real Estate Market:** Conduct thorough market research to understand the real estate landscape in your area. Look at recent trends, demographics, and the overall demand for properties.
  - b. **Analyze Your Expertise:** Assess your strengths, skills, and expertise as a real estate professional. Determine

## REAL ESTATE MARKETING

the types of properties you excel at handling and the unique value you can offer to clients.

- c. Identify Buyer and Seller Personas:** Create detailed buyer and seller personas. These are fictional representations of your ideal clients, including their demographics (age, income, location), preferences, pain points, and motivations.
- d. Segment Your Audience:** Divide your target market into distinct segments based on factors such as location, age, income, lifestyle, and property preferences. This will help you tailor your marketing messages more effectively.
- e. Analyze Your Competitors:** Research your competitors and their target markets. Identify any gaps in their strategies that you can capitalize on or areas where you can differentiate yourself.
- f. Consider Past Clients:** Review your past clients to identify common characteristics among those with whom you had successful transactions. This can give you valuable insights into your target market.
- g. Use Surveys and Feedback:** Conduct surveys or gather feedback from past clients and potential leads to gain deeper insights into their needs, preferences, and pain points.
- h. Test and Refine:** As you implement your marketing strategies, monitor the results and gather data. Use this information to refine your target market definition and make data-driven adjustments.
- i. Be Open to Adjustments:** Keep in mind that your target market may evolve over time, along with changes in the real estate market or your own business goals. Be flexible and open to adapting your approach as needed.

2. **Set your goals:** Identify specific, measurable goals you want to achieve with your marketing strategy. This could include generating leads, increasing website traffic, or closing more sales. I'd recommend sticking with an oldie but goodie on this one.

The SMART acronym is a widely used framework for setting goals that are specific, measurable, achievable, relevant, and time-bound. Let's break down each aspect of the SMART acronym and how it applies to setting real estate goals:

- a. **Specific (S):** Your goals should be well-defined and clear. Avoid vague or general statements and focus on precisely what you want to achieve. For example, instead of saying, "I want to increase my client base," be more specific like, "I want to increase my client base by 20% in the next six months."
- b. **Measurable (M):** Make certain that your goals are quantifiable and measurable. This means you can track and assess your progress toward achieving them. Use numerical values or metrics to evaluate success. For instance, "I want to close five new property deals each month" is a measurable goal.
- c. **Achievable (A):** Make sure your goals are realistic and attainable. While it's essential to challenge yourself, setting goals that are too far-fetched can be discouraging and demotivating. Consider factors such as your current resources, skills, and market conditions when determining achievability. As a rule of thumb we often *overestimate* what we can get done in a day and we *underestimate* what we can get done in a month or a year.
- d. **Relevant (R):** Your goals should align with your overall business objectives and the real estate market's conditions. Ensure that the goals you set are relevant to your long-term vision and mission as a real estate agent. If you don't have a vision or mission statement

## REAL ESTATE MARKETING

now would be a good time to make one so you can use it to guide your goal setting!

- e. **Time-bound (T):** Set a specific timeframe for achieving your goals. Having a deadline creates a sense of urgency and helps you stay focused and accountable. For example, "I will achieve a monthly income of \$10,000 in commission within the next 12 months."

Putting it all together, a SMART real estate goal might look like this:

"I will increase my client base by 15% in the next six months (Specific and Measurable). This is achievable as I have access to a vast network and a strong online presence (Achievable). Growing my client base will contribute to my long-term goal of becoming a top-performing agent in my area (Relevant). I will track my progress monthly and adjust my strategies as needed to reach this target by [specific date] (Time-bound)."

By using the SMART acronym to set your real estate goals, you'll be better equipped to stay focused, motivated, and successful in achieving your objectives. Regularly review and adjust your goals as necessary to keep up with any changes in your business or the market. If you're under too much stress, lower the bar. If things have been feeling a little too easy, move it higher. You're in control.

- 3. **Research the competition:** Analyze your competitors to determine their strengths and weaknesses and identify opportunities to differentiate yourself and stand out in the market. Put the data you gather in a central document or spreadsheet that you can reference frequently. You're going to need this information at the ready so don't rely solely on your memory. It will fail you more often than it will serve you. Just write it down. Here are some suggestions to help you start your competitor analysis:
  - a. **Identify Key Competitors:** Start by identifying the main competitors in your local real estate market. These can

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

be individual agents, real estate teams, or larger brokerage firms.

- b. Visit Their Websites:** Explore the websites of your competitors to understand their services, property listings, client testimonials, and overall branding. Pay attention to any unique selling points they emphasize.
- c. Study Their Social Media:** Follow their social media profiles to see how they engage with their audience, the type of content they share, and how frequently they post. Look for patterns in their messaging and marketing strategies.
- d. Attend Open Houses:** Visit open houses hosted by your competitors to see how they interact with potential buyers and sellers. Observe their presentation style, property marketing materials, and overall customer service.
- e. Sign Up for Their Email Lists:** Subscribe to their newsletters and email updates. This will give you insights into their email marketing tactics, the frequency of communication, and the type of content they share with their audience.
- f. Monitor Online Reviews:** Check review platforms and testimonials to see what clients are saying about your competitors. Analyze both positive and negative feedback to identify areas where you can differentiate your services.
- g. Join Professional Networks:** Engage in professional networks, industry forums, or local real estate associations to learn about your competitors' reputations and any news or updates related to their businesses.
- h. Utilize Online Tools:** Use online tools like Google Alerts or social media monitoring platforms to receive

## REAL ESTATE MARKETING

notifications about your competitors' activities, new listings, or marketing campaigns.

- i. **Analyze Marketing Materials:** Collect and analyze your competitors' brochures, flyers, and other marketing materials. This will give you insights into their branding, design choices, and promotional strategies. A great place to start is [Facebook's Ad Library](#). You can literally spy on your competition to see what they're doing and whether or not it's working.
- j. **Attend Industry Events:** Participate in real estate conferences, workshops, and networking events. These gatherings can offer valuable opportunities to meet and learn from your competitors directly.
- k. **Gather Feedback from Clients:** When you work with clients, ask them about their experiences with other agents or brokerage firms. This can provide you with valuable information about your competition's strengths and weaknesses.
- l. **Be Ethical:** While researching the competition, make sure that you remain ethical and avoid any activities that could be considered unethical or malicious.

By following these steps and staying consistent in your research efforts, you'll gain valuable insights into your competition's strategies and practices. Use this knowledge to identify areas where you can differentiate yourself and provide unique value to your clients in the real estate market.

4. **Define your unique selling proposition (USP):** Determine what sets you and the properties you represent apart from the competition, and communicate this effectively in your marketing materials. Defining your unique selling proposition is crucial for setting yourself apart from other real estate agents and highlighting the value you bring to clients. Similarly, you can also create a unique selling proposition for the properties you represent to attract potential buyers.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

First, let's take a look at what you can do to set yourself apart from the other agents in your territory:

- a. **Know Your Target Audience:** Understand the needs, preferences, and pain points of your target audience (buyers or sellers). Knowing your clients' motivations and what they value most will help you tailor your USP effectively.
- b. **Identify Your Strengths:** Assess your skills, expertise, and experience as a real estate agent. Determine what sets you apart from other agents and how your unique attributes can benefit your clients.
- c. **Research Your Competition:** Analyze your competitors to see what they are offering and identify any gaps in the services they provide. This will help you position yourself in a way that stands out.
- d. **Focus on Your Value Proposition:** Clearly define the unique value you bring to your clients. What specific benefits do you offer that others may not? This could include excellent negotiation skills, a vast network, or a deep understanding of local market trends.
- e. **Craft a Clear and Compelling Message:** Create a concise and compelling statement that communicates your USP to potential clients. This message should resonate with your target audience and clearly explain why they should choose you as their real estate agent.
- f. **Highlight Your Track Record:** Showcase your past successes and satisfied client testimonials that demonstrate your ability to deliver on your unique value proposition.
- g. **Personalize Your Approach:** Tailor your USP to fit the specific needs of different client segments. For example, you might have a slightly different USP for first-time homebuyers compared to luxury property investors.

- h. Be Authentic:** Your USP should reflect your authentic self and be genuine. Clients appreciate honesty, transparency, and a sense of trust in their real estate agent.

Now, for creating a unique selling proposition for the properties you represent:

- a. Understand the Property:** Thoroughly understand the property you are representing, including its unique features, location advantages, and potential value for buyers.
- b. Identify the Target Buyer:** Determine the ideal buyer profile for the property. Consider factors such as demographics, lifestyle, and preferences to tailor your USP effectively.
- c. Emphasize Unique Features:** Highlight any special or distinctive features of the property that make it stand out from other listings in the area.
- d. Showcase Lifestyle Benefits:** Demonstrate how living in this property can enhance the buyer's lifestyle and fulfill their specific needs or aspirations.
- e. Leverage High-Quality Visuals:** Utilize professional photography, virtual tours, and compelling descriptions to showcase the property's unique selling points effectively.
- f. Provide Data and Insights:** Support your USP with data and market insights that validate the property's value proposition. This could include recent market trends, comparable sales, or potential rental income.
- g. Tell a Story:** Craft a compelling narrative around the property to evoke emotions and connect with potential buyers on a deeper level.

- h. Use Multiple Marketing Channels:** Promote the property's USP across various marketing channels, including online platforms, social media, and traditional marketing methods.

By following these steps, you can effectively define your unique selling proposition as a real estate agent and for the properties you represent, which will help you attract and retain clients and stand out in a competitive market.

- 5. Develop your messaging:** Create a consistent brand voice and messaging strategy that resonates with your target market and communicates your USP effectively. Developing a consistent brand voice and messaging strategy that resonates with your target market and effectively communicates your Unique Selling Proposition (USP) involves a thoughtful and intentional approach.

Here's a step-by-step framework to guide you through the process:

- a. Define Your Target Market:** Understand your ideal clients and create detailed buyer personas. Identify their needs, pain points, preferences, and motivations. Knowing your audience is crucial for tailoring your messaging effectively.
- b. Clarify Your Unique Selling Proposition:** Clearly define what sets you apart from other realtors and the unique value you offer to your clients. Your USP should be the foundation of your messaging strategy.
- c. Craft Your Brand Voice:** Determine the personality and tone you want your brand to convey. Are you warm and friendly, professional and authoritative, or perhaps a mix of both? Your brand voice should align with your target market and USP.
- d. Develop Key Messaging Pillars:** Create a set of key messaging pillars that encompass the core aspects of

## REAL ESTATE MARKETING

your brand. These pillars should revolve around your USP, values, strengths, and the benefits you provide to clients.

- e. **Align with Your Brand Identity:** Ensure that your brand voice and messaging align with your overall brand identity, including your logo, colors, and visual style. Consistency across all touchpoints reinforces brand recognition.
- f. **Tailor Messaging for Each Channel:** Customize your messaging to fit the specific communication channels you use, such as your website, social media, email newsletters, and in-person interactions. Adapt your language and tone to suit each platform while maintaining consistency in your brand voice.
- g. **Address Client Pain Points:** In your messaging, address the pain points and challenges your target market faces in the real estate process. Position yourself as the solution to their needs.
- h. **Showcase Your Expertise:** Demonstrate your knowledge and expertise in the real estate industry through valuable content, market insights, and educational resources. Establish yourself as a reliable authority.
- i. **Utilize Storytelling:** We're both realizing that this is going to be an ongoing theme throughout this text. Incorporate storytelling to humanize your brand and create emotional connections with your audience. Share success stories, testimonials, and personal experiences that reinforce your USP.
- j. **Monitor and Adapt:** Continuously monitor the effectiveness of your brand voice and messaging strategy. Analyze client feedback, engagement metrics, and conversion rates. Be open to making adjustments as needed to improve resonance and impact.

- k. **Train Your Team:** If you have a team, make sure that everyone understands and embodies the brand voice and messaging strategy. Consistency across all team members reinforces the brand's integrity.
- l. **Be Authentic and Transparent:** Above all, be authentic and transparent in your communications. Building trust with your audience is essential for long-term success.

By following this framework, you can create a cohesive and powerful brand voice and messaging strategy that effectively communicates your USP, resonates with your target market, and sets you apart as a trusted and valuable real estate professional. Remember that consistency and authenticity are key to building a strong and enduring brand presence.

- 6. **Choose your marketing channels:** Determine which marketing channels will be most effective in reaching your target market, such as social media, email marketing, direct mail, or online advertising. To reach your target market effectively and build your personal brand as a realtor, you can utilize various marketing channels, each with a unique strategy to maximize your presence.

In typing this out I realize how overwhelming this is all going to seem so a word of caution. Your success is dependent on four factors. Your willingness to try something new, your dedication to sticking to it until you figure it out, a dialed in focus set on achieving measurable outcomes, and your patience in building systems that achieve results.

Start by picking one lane and then stay in it until you've systemized it to a level that does not require your involvement. Then go to the next one. Master it and repeat. Occasionally check back in to each of your systems on a rotating schedule to ensure that each of them are optimized and functioning at their peak performance. Wherever necessary adjust your efforts and improve on new ideas.

The real trick to success is to have multiple channels functioning in tandem allowing you to have a sort of omnipresence. You'll be

## REAL ESTATE MARKETING

difficult to ignore if you're constantly out in the world providing people with tangible value.

Here are some key marketing channels and simple strategies for each:

### a. Website and Blog:

**Strategy:** Create a professional and user-friendly website that showcases your expertise, listings, and client testimonials. Start a blog to provide valuable content related to real estate trends, buying/selling tips, and local market insights.

**Example:** Write blog posts on topics like "Top 10 Tips for First-Time Homebuyers" or "Investing in Real Estate: What You Need to Know." Share your blog posts on social media to drive traffic back to your website. Employ a remote virtual assistant or use AI tools to make this as efficient as possible.

### b. Social Media:

**Strategy:** Establish a strong presence on social media platforms popular with your target audience, such as Facebook, Instagram, and LinkedIn. You can do this by sharing engaging content, including property listings, market updates, and behind-the-scenes glimpses of your real estate adventures. Remember, Bob Ross had a show about painting nearly the exact same thing for almost every episode. I'm sure you encounter some situations that may be a bit more engaging than that.

**Example:** Host live Q&A sessions on Facebook or Instagram where you answer common real estate questions from your audience. Keeping to a schedule allows for people to count on your presence making them more likely to return and engage with you. Share visually appealing property photos on Instagram with compelling captions. Create posts with actionable and useful advice or meaningful quotes that represent your

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

target audience. Make yourself sharable for a practical or emotionally valuable reason.

### c. Email Marketing:

**Strategy:** Build and maintain an email list of potential clients and past customers. Yes your instinct here is correct. People HATE spam. So do the right thing. Don't send junk. No one needs a flyer or a free property evaluation. Be creative in what you share and how you provide value to the people you intend to help with the biggest decision of their lives. Use your email campaigns to nurture leads, share property listings that are hand selected, add relevant market updates, and provide valuable content that will help your future clients.

**Example:** Send out a monthly newsletter with a featured property listing, a market update, and a helpful article on a real estate topic of interest. Personalize emails with the recipient's name to enhance engagement.

### d. Networking and Referrals:

**Strategy:** Attend local events, join real estate associations, and build relationships with other professionals to expand your network. If you need help with this one *check out the part on Phase 1 in question 4's response*. Encourage satisfied clients to refer their friends and family to you.

**Example:** Host a small community event or a first-time homebuyers workshop on credit building to connect with potential clients and other professionals in the industry. Think about what your prospect needs before they need you and help them get that.

### e. Online Advertising:

**Strategy:** Utilize targeted online advertising, such as Google Ads and social media ads, to reach potential clients actively searching for real estate services.

**Example:** First, create a simple video of yourself answering the top 5 questions first time home buyers ask. Create a video view campaign targeting first-time homebuyers in your local area on Facebook. Then, run a secondary Facebook ad campaign retargeting the people who watched 50% or more of your video. Use that second ad to direct them to a landing page with a free guide on "Navigating the Homebuying Process." Follow up with them using a personalized email sequence asking important questions to get them to engage with you.

**f. Community Involvement:**

**Strategy:** Get involved in your local community, sponsor events, and support charitable causes even if it's only with your time. Engaging with the community can enhance your reputation as a trusted and caring realtor. It helps if you actually believe in the cause you're helping.

**Example:** Sponsor a local youth sports team or participate in a charity run, promoting your involvement on social media and your website.

To advance an omnipresent marketing strategy, integrate these marketing channels into a cohesive plan. Use a content calendar to plan your posts and campaigns across different platforms and ensure consistency in messaging and branding. Engage with your audience regularly and respond to inquiries promptly to foster meaningful connections. Over time, this comprehensive marketing approach will help you build a strong personal brand, attract more clients, and establish yourself as a prominent realtor in your market.

- 7. Create your marketing materials:** Develop high-quality marketing materials, such as brochures, flyers, images, videos,

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

3D floor plans, and virtual tours, that showcase your properties and communicate your messaging effectively. Developing high-quality marketing materials that effectively showcase your properties and communicate your messaging requires careful planning and attention to detail.

Here is a list of considerations to help you create more compelling marketing materials:

- a. **Define Your Branding:** Start by establishing a consistent branding identity that reflects your personal brand as a realtor. Choose a color scheme, fonts, and a logo that align with your brand voice and messaging.
- b. **Hire Professional Services:** For the best results, consider hiring professional photographers, videographers, graphic designers, and 3D floor plan artists. They can bring a level of expertise and creativity that will elevate your marketing materials.
- c. **Plan the Content:** Determine the type of content you need for each property, such as brochures, flyers, images, videos, 3D floor plans, and virtual tours. Plan the key features and selling points you want to highlight for each property.
- d. **High-Quality Photography:** Invest in high-quality photography to capture the best angles, lighting, and ambiance of each property. High-resolution images are essential for creating visually appealing marketing materials.
- e. **Engaging Videography:** Create engaging property videos that provide virtual tours, showcase the property's features, and include narration or subtitles to explain the property's unique selling points.
- f. **Professional Graphic Design:** Employ professional graphic designers to create visually stunning brochures and flyers that incorporate your branding and property details effectively.

- g. 3D Floor Plans and Virtual Tours:** Consider 3D floor plans to provide a clear visual representation of the property's layout and flow. Virtual tours can offer an immersive experience for potential buyers.
- h. Compelling Copywriting:** Craft persuasive and concise copy for your marketing materials. Use language that emphasizes the property's benefits and aligns with your brand messaging.
- i. Highlight Your USP:** Confirm that each marketing asset emphasizes your unique selling proposition as a realtor and showcases how you stand out in the market.
- j. Showcase Lifestyle Benefits:** Communicate how living in the property can improve the buyer's lifestyle. Showcase nearby amenities, schools, parks, and other features that add value to the property.
- k. Prioritize Mobile-Friendly Designs:** Optimize your marketing materials for mobile viewing as many potential buyers use smartphones and tablets to access property listings.
- l. Review and Feedback:** Seek feedback from colleagues, friends, and potential clients to ensure your marketing materials are effective and resonate with the target audience.
- m. Distribution Strategy:** Plan how and where you will distribute your marketing materials. Utilize both online and offline channels to reach a broader audience.

By following this approach, you can develop high-quality marketing materials that effectively showcase your properties, communicate your messaging, and make a positive and lasting impression on potential buyers. Remember that investing in professional services and creating visually appealing and informative materials will enhance your brand's reputation and help attract more clients.

- 8. Implement your strategy:** Launch your marketing campaign and track your progress towards your goals, making adjustments as necessary based on feedback and results. You'll be happy to learn that there are no steps to this part because you've already completed them all. Well, in theory that is.

In reality you're probably on your first read through realizing that perhaps you should have taken action on some of this stuff because now it all seems far too overwhelming to accomplish. If that's the case feel free to reach out to us to get some help.

If you do feel like tackling the task of consuming this elephant I've taken some time to create an interactive spreadsheet for you to use to keep track of your progress so you can take it on one bite at a time. *Click this text to open it*, navigate to the File menu, choose the "Make A Copy" Option, and save a new version of it in your own google drive. Alternatively you can select the download option and save it in a format that is usable on pretty much any spreadsheet software.

Following these steps and continually refining your strategy based on feedback and results, you can develop a comprehensive marketing strategy that helps you achieve your Real Estate goals.



## Question 6.

# What are the 3 roles of a marketer?

We've already *covered this topic in depth right here*. That being said, this question was pretty high up on the list so in an effort to provide as much value as possible this question will serve as a simple overarching perspective.

The three key roles of a marketer are:

- 1. Research and Analysis:** The first role of a marketer is to conduct research and analysis to gain a deep understanding of the market, the competition, and the target audience. This involves collecting and analyzing data on consumer behaviour, market trends, and industry developments to inform marketing strategies and tactics.
- 2. Strategy Development:** Once the research and analysis is complete, the marketer's second role is to develop a comprehensive marketing strategy that aligns with the

## REAL ESTATE MARKETING

business's goals. This includes identifying target audiences, crafting messaging and branding, selecting marketing channels, and developing tactics to achieve the desired results.

- 3. Execution and Evaluation:** The third role of a marketer is to execute the marketing strategy and tactics, which involves creating and disseminating marketing materials, implementing campaigns, and measuring the strategy's effectiveness. This role includes ongoing evaluation and refinement of the strategy based on data and feedback to continuously improve results and achieve better outcomes.

By playing these three key roles effectively, a marketer can help you and your business achieve your marketing objectives, increase your brand awareness and visibility, and ultimately drive growth and revenue.

## Question 7.

# How much should I spend on marketing as a Real Estate agent?

As a real estate agent, determining your marketing budget is a crucial step in promoting your business effectively. The appropriate amount to spend on marketing can vary based on various factors, including your target market, location, competition, and overall business goals. However, a general guideline is to allocate around 10% to 20% of your gross commission income for marketing expenses.

Here's a more structured approach to help you decide on your marketing budget:

1. **Assess your business goals:** Consider what you want to achieve through marketing. Are you aiming to increase your client base, boost brand awareness, or target specific niches? Your goals will impact the amount you should invest.

## REAL ESTATE MARKETING

2. **Know your target audience:** Understand your ideal clients and their preferences. Different marketing channels and strategies may appeal to distinct demographics, and tailoring your approach will optimize results.
3. **Evaluate past performance:** Analyze your previous marketing efforts and their outcomes. Identify which strategies generated the most leads and conversions. Use this data to allocate resources more efficiently.
4. **Research competitors:** Research what other successful real estate agents in your area are doing. This will give you insights into their marketing strategies and help you gauge what works in your market.
5. **Choose effective marketing channels:** Depending on your target audience, some marketing channels may be more effective than others. Common options include online advertising, social media, email marketing, direct mail, networking events, and signage.
6. **Test and track:** Start with a budget that aligns with your goals, and continuously monitor the performance of your marketing campaigns. Measure your return on investment (ROI) and adjust your budget accordingly.
7. **Be flexible:** Real estate markets can fluctuate, and marketing needs may change. Stay agile and be willing to adjust your budget based on the current market conditions and performance.

By following these steps and allocating a reasonable percentage of your gross commission income to marketing, you can position yourself for success and check that your efforts align with your business objectives. Remember, consistency and a well-planned marketing strategy are essential for long-term growth in the real estate industry.

## Question 8.

# What are the 4 types of marketing strategies?

While the concept of categorizing marketing strategies into a specific number is subjective and can vary depending on how you define and classify them, it is safe to say that marketing is a multifaceted discipline with numerous approaches and techniques. A long winded way of saying there are *WAY* more than 4 marketing strategies.

Different experts and sources may propose different frameworks or classifications for marketing strategies and that may be what some are looking for when they enter this into the Google machine, but there is no universally agreed-upon number.

Commonly, marketing strategies can be grouped into broader categories, such as:

1. **Digital Marketing:** This includes online channels such as social media marketing, email marketing, search engine optimization

## REAL ESTATE MARKETING

(SEO), pay-per-click (PPC) advertising, content marketing, and website optimization.

2. **Traditional Marketing:** This includes offline channels such as print advertising, direct mail, billboards, television, radio, and event sponsorships.
3. **Inbound Marketing:** A customer-centric approach that aims to attract potential clients by creating valuable content and engaging experiences. It involves techniques like content creation, social media engagement, and search engine optimization.
4. **Outbound Marketing:** This is a more traditional, interruptive approach where marketers actively reach out to potential customers through methods like cold calling, cold emailing, and direct sales pitches.
5. **Relationship Marketing:** Focused on building strong, long-term relationships with customers by delivering exceptional service, personalized communication, and customer loyalty programs.
6. **Guerrilla Marketing:** An unconventional, low-cost approach that relies on creativity and innovation to make a memorable impact.
7. **Product Differentiation:** Emphasizing unique features or benefits of a product or service to stand out from competitors.
8. **Niche Marketing:** Targeting a specific, well-defined segment of the market with specialized products or services.
9. **Word-of-Mouth Marketing:** Encouraging satisfied customers to spread positive reviews and referrals.
10. **Cause-related Marketing:** Partnering with a charitable cause to align the brand with a socially responsible image.

These are just a few examples, and there are many more marketing strategies that can be employed based on a company's goals, target audience, industry, and available resources. The most effective

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

marketing strategies often involve a combination of tactics that are tailored to the specific needs and objectives of a business. If you want a refresher on how to create a marketing strategy that works for you check out [Question 5](#).



## Question 9.

# What is the Five Forces model?

The Five Forces model, also known as Porter's Five Forces, is a framework developed by Michael E. Porter, a professor at Harvard Business School. It is used to analyze the competitive forces that shape an industry and determine its attractiveness and potential profitability. The model helps businesses assess their competitive position and make strategic decisions accordingly. The five forces in the model are:

- 1. Threat of New Entrants:** This force examines the ease with which new competitors can enter the market. If it's easy for new players to enter, it can increase competition and potentially decrease profitability for existing players. Factors like barriers to entry, economies of scale, brand loyalty, and government regulations can influence this force.

To set yourself apart you can offer a "New Home Buyers Guide" to educate potential clients about the home buying process. Provide valuable information on financing options, understanding market trends, and negotiating strategies. This positions you as a knowledgeable and trustworthy resource, making it harder for new agents to compete without similar educational resources.

- 2. Bargaining Power of Buyers:** This force analyzes the power and influence that customers have over the industry. If buyers have significant power, they can demand lower prices or higher quality products, impacting the profitability of businesses in the industry. Factors like the number of buyers, the standardization of products, and the cost of switching between suppliers can affect buyer power.

You can implement a referral program for satisfied clients. Offer incentives for clients who refer new buyers or sellers to you. This strengthens the relationship with existing clients and enhances their loyalty, reducing the likelihood of them bargaining for lower fees or services. Provide so much value that someone would feel awkward asking you for a deal.

- 3. Bargaining Power of Suppliers:** This force assesses the power and influence that suppliers (or in your case sellers) have over the industry. If suppliers have high bargaining power, they can dictate higher prices or limit the availability of key inputs, affecting the profitability of companies. Factors like the concentration of inventory, uniqueness, and availability of options can influence supplier power.

Form strategic partnerships with local contractors and home improvement businesses. Negotiate special rates for your clients when they need renovation or repair services. By providing this added value, you can increase your bargaining power with suppliers and differentiate yourself from other realtors.

- 4. Threat of Substitutes:** This force examines the potential for alternative products or services to replace those offered by companies in the industry. If there are many substitutes available, it can limit the pricing power of a business. Factors like price-performance trade-offs and customer switching costs influence the threat of substitutes.

Stay on the leading edge of technology. Clients will be wowed by your confidence and bravery. For example, you could invest in VR technology to offer immersive 3D tours of homes, providing a unique and engaging experience for potential buyers. This

reduces the appeal of traditional online property listings and sets you apart from realtors who don't offer such advanced technology. Let's face it, most of your competition doesn't want to spend any money anyway so it won't take much to stand out.

- 5. Intensity of Competitive Rivalry:** This force looks at the level of competition among existing players in the industry. High rivalry can lead to price wars and reduced profitability. Or as I like to call it, the commoditization of service. It becomes a game of "who is willing to earn the least" and in that game no one wins. Factors like the number of competitors, industry growth rate, and differentiation among competitors can impact competitive rivalry.

Break away from the pack by hosting regular community events or workshops, such as home buying seminars or neighborhood clean-up days. These events allow you to engage with potential clients in a friendly, non-competitive environment. By fostering a sense of community, you can mitigate the intensity of direct competition and build relationships with potential clients more effectively. Building relationships takes time that your competition most likely doesn't have.

By analyzing these five forces, and strategizing to set yourself apart you can gain insights into the overall competitiveness of your market and identify opportunities and threats. Understanding these forces can help you develop effective strategies to position yourself for success, whether by differentiating your offerings, establishing barriers to entry for others, or finding new ways to satisfy your customers' needs.



## Question 10.

# How do I market my listing?

Now we're getting into the thick of things. Some realtors prefer to work with buyers, some like sellers, and even more rare are the ones who take it all on. If you're one of the ones who prefers to work with sellers this question probably feels familiar. You've searched it a few times yourself, even if you're a veteran of the craft.

The thing is yes, times change and tactics evolve but at the core of it all is people. And people don't change. So you can trust that some fundamental principles will always rule the way we make decisions as buyers and how you as a Realtor can ethically influence those decisions.

This section is a little bit different than most of the stuff we've covered so far because it's a lot more granular. A lot of the topics we've covered have been broad and general or applied to your personal brand rather than your properties specifically so let's take a deeper dive into marketing your listings and selling more homes.

Here's how to systemize your approach to taking on new listings, marketing them, and getting them sold in the least amount of time possible:

1. **Develop a pre-listing process:** Have a transparent pre-listing process that includes a checklist of items that must be completed before listing a property. This should include conducting a property inspection, gathering relevant documentation, and preparing a comprehensive market analysis.
  - a. **Research the Property:** Start by gathering as much information about the property as possible, including its location, size, age, style, features, and condition. Use public records, MLS data, and other sources to get a clear picture of the property.
  - b. **Conduct a Comparative Market Analysis (CMA):** A CMA will help you determine the property's market value by comparing it to similar properties that have recently sold in the area. Use this information to set an appropriate listing price.
  - c. **Visit the Property:** Schedule a visit to the property to inspect it thoroughly. Take note of any repairs or upgrades that need to be made and make recommendations to the seller.
  - d. **Prepare a Listing Presentation:** Prepare a professional listing presentation that includes your marketing plan, a CMA report, and any recommendations for improving the property's value. Use this presentation to persuade the seller to list with you.
  - e. **Discuss the Listing Agreement:** Review the listing agreement with the seller and ensure they understand the terms and conditions. Answer any questions they may have and address any concerns they may raise.
  - f. **Sign the Listing Agreement:** Once the seller agrees to list with you, have them sign the listing agreement. Make sure you both have a clear understanding of the terms and conditions.

- g. Prepare the Property for Listing:** Work with the seller to prepare the property for listing by making necessary repairs, cleaning, and staging it for photographs and showings.
- 2. Use professional photography and staging:** Invest in professional photography and staging services to present your listings in the best possible light. This will help attract potential buyers and increase the property's perceived value.
- a. Clean and declutter:** The property must be cleaned and decluttered before professional photography and staging can occur. This includes removing personal items, excess furniture, and anything that does not contribute to the home's overall aesthetic.
  - b. Repair any damage:** Make any necessary repairs to the property. This includes patching holes in walls, fixing leaky faucets, replacing broken light fixtures, etc.
  - c. Deep clean:** A deep clean of the property should be done before the photography and staging take place. This includes cleaning all surfaces, carpets, and floors.
  - d. Depersonalize:** Remove any personal items such as family photos, personal collections, and any other items that could make it difficult for potential buyers to imagine themselves living in the home.
  - e. Neutralize:** Paint any brightly coloured walls with a neutral colour to create a clean and fresh canvas for the staging and photography.
  - f. Stage the property:** Work with a professional stager to create a welcoming, comfortable, and appealing space. The staging should complement the home's best features and highlight its potential.
  - g. Work with a professional photographer:** Hire a professional Real Estate photographer to capture



## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- g. Once the virtual tour, 3D floor plan, and drone footage are complete, review them with the provider to make sure they meet your standards and include all necessary details.
  - h. Ask the provider for the final versions of the virtual tour, 3D floor plan, and drone footage. Review them again to make certain they are accurate and represent the property well.
  - i. Use the virtual tour, 3D floor plan, and drone footage to create a comprehensive and visually appealing marketing package for the property. This can include social media posts, website listings, and email marketing campaigns.
  - j. Monitor the engagement and feedback on your marketing materials, and adjust your strategy as needed to attract more interest in the property.
4. **Create a comprehensive marketing plan:** We've already covered this [here](#). But just in case you need a reminder, develop a comprehensive outline that includes targeted online and offline marketing efforts. You should also list the property on popular Real Estate websites, leverage social media, and utilize email marketing campaigns. Here are some other considerations:
- a. **Hire a professional photographer:** High-quality photos are essential in attracting potential buyers. Hire a professional photographer to capture stunning images of your property, including interior and exterior shots.
  - b. **Create virtual tours and 3D floor plans:** Consider hiring a professional to create virtual tours and 3D floor plans for your property. These tools allow potential buyers to explore the property from the comfort of their homes and can be shared on your website and social media.
  - c. **Use drone footage:** Drone footage is a great way to showcase the exterior of your property and surrounding neighbourhood. Consider hiring a professional drone

## REAL ESTATE MARKETING

operator to capture aerial footage of your property and the surrounding area.

- d. List your property on MLS:** The Multiple Listing Service (MLS) is the primary database that Real Estate agents use to find properties for their clients. List your property on MLS to reach a wider audience of potential buyers.
  - e. Utilize social media:** Share your property listing on social media platforms such as Facebook, Instagram, and LinkedIn. You can also consider running targeted ads to reach specific demographics.
  - f. Host an open house:** An open house is an opportunity for potential buyers to view your property in person. Make sure the property is clean and well-staged, and provide refreshments for guests.
  - g. Print marketing materials:** Create brochures, flyers, and other printed materials to hand out at open houses and other events. Make sure they are high-quality and include your USP and professional photographs.
  - h. Follow up with leads:** Make sure to follow up with potential buyers who have expressed interest in your property. Answer any questions they may have and provide additional information as needed.
- 5. Keep your clients informed:** Keep them informed about their listing status by providing regular updates on showings, feedback from potential buyers, and any changes in the market. This will help build trust, integrity, honesty, and transparency.
- a. Set Clear Expectations:** At the outset, set clear expectations with your clients about how often you will communicate with them and through what medium. Whether via email, phone, text, or in-person meetings, ensure that you and your clients are on the same page.
  - b. Develop a Communication Plan:** Create a communication plan that outlines the frequency and

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

type of communication you will have with your clients throughout the process. This will help you stay organized so that your clients feel informed and engaged in the process.

- c. Schedule Regular Check-ins:** Schedule regular check-ins with your clients to provide updates on their listing and sale progress. These check-ins can be in-person meetings, phone calls, or virtual meetings.
- d. Respond Quickly:** Respond promptly to any questions or concerns your clients have. Even if you don't have an immediate answer, let them know that you're working on finding a solution and will get back to them as soon as possible.
- e. Provide Regular Updates:** Keep your clients updated on the status of their listing and sale, including any changes in the market or offers received. This will help them stay informed and make informed decisions about their property.
- f. Listen to Feedback:** Listen carefully to your client's feedback and concerns, and address them promptly. This will help build trust and demonstrate that you're committed to providing them with the best possible service.
- g. Celebrate Milestones:** Celebrate milestones in the listing and sale process with your clients, such as when the property is listed, when offers are received, and when the sale is closed. This will help build a positive relationship and ensure that your clients feel valued and appreciated.
- h. Follow-Up After the Sale:** After the sale is closed, follow up with your clients to ensure that they are satisfied with the process and to ask for feedback on how you can improve your service in the future. This will help build long-term relationships with your clients and generate positive word-of-mouth referrals.

- 6. Provide exceptional customer service:** Provide exceptional customer service throughout the entire process, from the initial listing consultation to the final sale. This includes being responsive to client inquiries, being available to show the property, and providing timely updates and feedback.
- a. Communicate effectively:** One of the most important ways to go above and beyond for your clients is to communicate effectively with them. Be available, respond promptly to their inquiries, and keep them informed throughout the buying or selling process.
  - b. Provide valuable insights:** Give your clients valuable insights into the Real Estate market, neighbourhoods, and properties. Share your knowledge and expertise, and offer advice that helps them make informed decisions.
  - c. Personalize your services:** Personalize your services to meet your client's unique needs and preferences. Get to know them and understand what they want in a property.
  - d. Offer additional resources:** Offer your clients additional resources, such as referrals to mortgage brokers, lawyers, home inspectors, and other professionals who can assist them with buying or selling.
  - e. Help with moving:** Help your clients with the moving process by giving them packing tips, finding movers, and settling into their new homes.
  - f. Follow up after closing:** Follow up with your clients after closing to make certain they are satisfied with the transaction and offer any additional support they may need.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- g. Send thoughtful gifts:** Send thoughtful gifts to your clients, such as a gift basket with their favourite snacks or a bottle of wine to celebrate their new home.
  
- h. Be available after hours:** Make yourself available to your clients outside regular business hours. This shows that you are willing to go the extra mile to meet their needs.

By systemizing your approach using these strategies, you can effectively market your listings, sell them quickly, and build a reputation for trust, integrity, honesty, and transparency, leading to more referrals and repeat business.



## Question 11.

# What is an example of a marketing strategy?

A highly effective marketing strategy that a Real Estate agent can deploy right now to generate leads and sales is creating and leveraging online content. Content marketing is a powerful tool for attracting potential buyers and sellers, establishing the agent's expertise, and building trust with the audience.

Here's a step-by-step breakdown of the strategy:

1. Determine the primary target market for your Real Estate services. This could be first-time homebuyers, luxury property buyers, investors, or any other specific group but *be specific*. Don't try to get everyone all at once or you'll attract *no one*.
2. Produce high-quality and valuable content that caters to your target audience's needs and interests. This content can take various forms, such as blog posts, videos, infographics, or even virtual property tours.

## REAL ESTATE MARKETING

3. Distribute your content far and wide. Optimize your content for search engines to increase its visibility. Use relevant keywords and phrases that your target audience might search for when looking for Real Estate information in your area. Share your content across various social media platforms, such as Facebook, Instagram, LinkedIn, and Twitter. Engage with your audience, respond to comments, and encourage sharing to widen your reach.
4. Use a lead magnet to gather emails and nurture new audience members. Build your email list of potential clients and existing customers and then send out regular newsletters featuring your latest content, market updates, and exclusive property listings. Another great way to nurture your audience is to host virtual events or webinars on topics related to Real Estate, homeownership, or investment opportunities. These events can attract interested prospects and allow you to showcase your expertise.
5. Occasionally send specific calls to action to your audience to segment them and inspire them to move forward in the buying or selling process. Invite them to get a property evaluation, share new properties with them based on their desires, and offer other services.
6. Make sure you're always measuring and analyzing your results. Use analytics tools to track the performance of your content marketing efforts. Analyze data to understand what content resonates most with your audience and make data-driven improvements.

Consistency is key to your successful content marketing strategy. Regularly publish valuable content and engage with your audience to nurture leads and foster lasting relationships. By deploying this content marketing strategy, Real Estate agents can attract qualified leads, establish their expertise, and ultimately increase sales.

## Question 12.

# How do you write an email to get leads?

That's not how it works. You can't write emails to just anyone. First of all, there are rules and regulations that vary from jurisdiction to jurisdiction so the first thing you should do is search up your local area's SPAM laws to make sure you're not breaking any rules. With that out of the way, writing emails is easy. If you know who you're writing them for of course. Before you sit down to write an email make sure you figure out what your plan is.

If you're just going to "Hand Out Business Cards" via email in some sort of novel of an introduction explaining how great you are and how happy your clients have been, I'm just going to save you some time here. Don't. Don't even think about doing that. It's not going to work. You need to be methodical and strategic in the way you approach email marketing.

When you sit down to follow the plan I'm about to lay out for you I suggest you start by getting really clear who you're reaching out to. Is it

## REAL ESTATE MARKETING

friends and family? Peers in your office? Professionals in adjacent industries? Whoever it is you need to speak to them *specifically* and avoid being general at all costs. Once you're clear on the *who*, you can move on to the *how*.

Here are some tips on how to write an email that will *actually* get you leads:

- 1. Start with a catchy subject line:** The subject line is the first thing your potential lead will see, so make sure it's eye-catching and enticing. First hack, just make it your phone number. No one does that. You're going to stand out. Think outside the box.
- 2. Personalize your email:** Address the recipient by name and personalize the content to their needs and interests. Ask a question, make a bold promise, deliver on it quickly.
- 3. Keep it short and sweet:** Your email should be brief and to the point. People are busy and don't have time to read lengthy emails. Three to five sentences *MAX!*
- 4. Highlight your unique value proposition:** What makes the value you're offering unique? Why should the recipient choose you over your competitors? Be sure to emphasize the rewarding feeling they're going to get from you..
- 5. Include a call to action:** Make it clear what you want the recipient to do next. Do you want them to schedule a call with you, visit your website, or reply to your email? Be specific and include a clear call to action.
- 6. Follow up:** *No no, is not no. \*Read that twice\** If you don't receive a response to your initial email, don't give up. Follow up with a polite reminder email a few days later to keep you top of mind.

Here are a couple example emails that follow the framework above:

### Email 1: (Send To A Prospect)

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

*Subject: [Your Phone Number]*

*Hello [Prospect's First Name],*

*My name is [Your Name], and I am a licensed Real Estate agent in [Your City]. A mutual friend mentioned that you were [Buying/Selling] your home.*

*I've helped [Your Avatar] in [The Area You Serve] for about [Number of Years], and I'd love to do the same for you.*

*If you're not opposed to having a quick chat to see if we'd be a good fit you can call me at the number in the subject line or [Your Phone Number].*

*Look forward to hearing from you soon!*

*All the best,*

*[Your Signature]*

### **Email 2: (Send To A Mortgage Broker)**

*Hello [Brokers's First Name],*

*My name is [Your Name], and I am a licensed Real Estate agent in [Your City]. I found you in a quick Google search and noticed we serve the same area.*

*I'd love the opportunity to send my clients in that area to you if I could learn a little more about your process.*

*If you're open to having a quick chat to see if we'd be a good fit to collaborate, can you call me at the number in the subject line or [Your Phone Number].*

*Look forward to hearing from you soon!*

*All the best,*

*[Your Signature]*

Some of you may not have a list of emails just sitting around waiting to be contacted, so here are some strategies to start gathering up new emails:

- **Sign-up forms on your website:** Include sign-up forms that your website visitors can fill out to receive updates, newsletters, or other resources related to Real Estate.
- **Open houses:** Collect email addresses from attendees at your open houses and add them to your email list.
- **Networking events:** Attend networking events in your community and collect business cards or contact information from attendees.
- **Referral programs:** Offer incentives to current clients who refer new leads and collect their email addresses.
- **Social media:** Use social media platforms like Facebook, Twitter, and LinkedIn to collect email addresses through sign-up forms or encourage followers to contact you via email.
- **Online advertising:** Create ads that direct users to trade their email for something valuable using sign-up forms on your website.
- **Direct mail:** Use direct mail campaigns to send postcards or flyers that include a call-to-action to sign up for your email list.
- **Local partnerships:** Partner with other local businesses or organizations and ask them to share your email sign-up form or collect email addresses from their customers.

Following this email marketing plan will allow you to target specific groups of people inside or outside of your network as a lead generation channel. You will increase engagement with unique subject lines and personalized content, saving you time with concise emails, emphasizing your unique value, building relationships through follow-ups, and exploring collaboration opportunities with other professionals.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Adhering to local SPAM laws ensures ethical practices, while strategies for gathering new emails expand your contact list and boost growth in your business.



## Question 13.

# What is the difference between marketing and advertising?

To make this really simple let's look at the three terms used in conjunction with the idea of client acquiring activities. Marketing is the strategy, advertising is the activities that you planned, and the brand is you. It's common for people to mix these things up because branding, marketing, and advertising, are related concepts, but they are different.

Branding is often simplified as just a company logo, but it goes beyond that. The term Brand encompasses the overall identity and image of the business, its values, and reputation. Marketing is sometimes seen as solely advertising products, yet it involves a more extensive range of activities, including market research, product development, pricing, and distribution strategies, all focused on satisfying customer needs and driving sales. (Which you've probably observed by now)

Meanwhile, advertising is occasionally considered any company communication, but it's a specific promotional tool within the marketing strategy, employing paid communication and unique creative media to

## REAL ESTATE MARKETING

reach an interested audience and create brand awareness, nurture relationships, and inspire transactions.

Here's a more in depth explanation of each to help you gain clarity in your marketing efforts:

### 1. **Branding:**

Branding is the process of creating a unique and memorable identity for a product, service, company, or individual. It goes beyond just a logo or visual elements; it encompasses the overall perception and image that a business or entity wants to convey to its target audience. Branding is about defining the core values, mission, and personality of the brand, as well as how it wants to be perceived in the minds of consumers. It is a strategic effort to build trust, credibility, and emotional connections with customers, which can lead to loyalty and preference for the brand.

### 2. **Marketing:**

Marketing refers to the broad set of activities and strategies undertaken to promote and sell products or services. It involves understanding customer needs and preferences, identifying target markets, and developing and delivering offerings that satisfy those needs. Marketing encompasses market research, product development, pricing, distribution, and communication strategies. It aims to create awareness, generate leads, and convert prospects into customers. Marketing is essential for reaching the right audience and positioning products or services in a way that resonates with potential buyers.

### 3. **Advertising:**

Advertising is a specific component of marketing that involves the paid promotion of products, services, or brands through various channels such as print, broadcast, digital media, or outdoor advertising. It is a targeted and persuasive communication method intended to reach a wide audience and create awareness about a brand or its offerings and drive sales. Advertising often employs creative visuals, slogans, and

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

intriguing messaging to capture the attention of the target audience and influence their buying behavior. While advertising is a powerful tool for brand promotion, it is just one element of the broader marketing strategy.

Branding is about shaping the perception and identity of a person or company, marketing involves the overall process of promoting and selling products or services, and advertising is a specific promotional activity within the marketing strategy aimed at reaching a broader audience through paid communication channels. These three concepts work together to build a strong presence in the market, attract customers, and create a lasting impact on the audience.



## Question 14.

# What is a cold caller in Real Estate?

A cold caller in Real Estate reaches out to potential clients with no prior relationship with them or their company. This typically involves making unsolicited phone calls to homeowners or potential buyers to promote the services of the Real Estate agent or brokerage. Cold calling aims to generate leads, book appointments, and ultimately secure new clients.

Cold calling can be challenging and time-consuming, as many people are wary of receiving unsolicited phone calls and may resist engaging in a sales conversation. However, it can also be an effective way to generate leads and build a pipeline of potential clients.

To be successful as a cold caller in Real Estate, it's important to have strong communication skills, the ability to quickly build rapport and a deep knowledge of the local Real Estate market. It's also important to be persistent and organized in following up with leads and tracking your

## REAL ESTATE MARKETING

results to continually improve your approach. If you want to kickstart your efforts in cold calling you can check out [Question 4](#).

## Question 15.

# How to market a million-dollar listing.

Marketing a million-dollar listing requires a strategic approach to reach potential buyers interested in high-end properties. This is one of those situations where it's not what you know, rather, who you know. If your social circle doesn't include a few millionaires already, you're going to have to elevate your company. There is an unfortunate truth you're just going to have to accept if this is the route you want to take.

And that is, people with money don't spend their time doing the same things as people without money. That's why they have money. So you're not going to reach them the same way you'd reach a general audience. You're going to have to get out there and talk to people. But if you don't have money you may be at a disadvantage which will be quite the learning curve.

You see, people who are successful walk and talk differently. If you haven't already noticed, there is a distinct difference in the way the more successful of our societies interact and if you don't understand it

## REAL ESTATE MARKETING

you're going to get spotted and outed right away. But they won't say it to your face, you're just going to have to figure it out on your own.

The good news is, there are skills you can learn that will help you to ethically infiltrate the upper class and eventually join them if you sell enough units. But that's not why you're reading this book. (If you're intrigued by this go watch some of *this guy's videos*. He'll point you in the right direction) So let's get down to business. Below is a breakdown of an effective strategy to deploy when selling million dollar listings.

### **1. Step 1: Define the Unique Selling Proposition (USP)**

Identify the property's unique features, architectural highlights, and exclusive amenities that set it apart from other luxury homes in the area. This USP will be the foundation of your marketing strategy.

### **2. Step 2: Build an Authentic Brand Identity**

Craft a brand identity that exudes luxury, sophistication, and exclusivity. This includes developing a logo, color palette, and design elements that align with the property's high-class appeal.

### **3. Step 3: Create Captivating Content**

Utilize high-quality photography and videography to showcase the property's allure. Highlight not only the physical attributes but also the luxurious lifestyle and experiences that come with owning the home.

### **4. Step 4: Personalize Outreach Efforts**

Research and segment potential buyers in high-class social circles. Tailor your marketing messages to address their specific needs, preferences, and desires. Personalization creates a stronger emotional connection.

### **5. Step 5: Host Exclusive Events**

Organize invitation-only events at the property, targeting influential individuals from high-class social circles. Collaborate

with luxury brands to create unforgettable experiences during these events.

**6. Step 6: Engage Influencers and High-Profile Individuals**

Leverage the power of influencers and high-profile individuals to promote the property on their social media platforms or through personal recommendations.

**7. Step 7: Implement High-Touch Networking**

Attend elite events and gatherings to establish meaningful connections with potential buyers. Focus on building relationships and showcasing your expertise as a real estate professional.

**8. Step 8: Deliver Exceptional Customer Service**

Exceed expectations throughout the sales process. Offer VIP treatment to potential buyers and provide a seamless, white-glove experience from the initial inquiry to closing.

**9. Step 9: Utilize Referral Marketing**

Encourage satisfied clients and influential contacts to refer potential buyers from their social circles. Implement a referral program to reward successful referrals.

**10. Step 10: Measure and Optimize**

Track the effectiveness of your marketing efforts through metrics like lead conversions, event attendance, and social media engagement. Use the data to refine your strategies continuously.

This cohesive marketing strategy combines authenticity, personalization, and high-class experiences to attract affluent buyers and infiltrate exclusive social circles. By incorporating the principles of "Bluefishing," you position yourself as a top-tier real estate professional who creates extraordinary results for clients.



## Question 16.

# How do you make small talk in Real Estate?

I hate to break it to you but small talk isn't going to help you sell listings or attract sellers. If you're looking to be successful as an agent you're going to have to eliminate the small talk mentality. Use every conversation as an opportunity to connect with people on their level and qualify their potential as a fit for your business. You can do that by deploying the strategies outlined in [Question 4](#).

That being said, if you're just looking to have interesting conversations then making small talk can be useful. Here is a list of 30 topics and conversation starters that you can memorize to help you spur a conversation along.

Home Buying  
Trends

"Have you noticed any interesting trends in the local real estate market lately?"

## REAL ESTATE MARKETING

Property Appreciation	"Do you think real estate prices will continue to appreciate in our area?"
Home Renovations	"Have you ever done any home renovations? Any tips or recommendations?"
Investment Properties	"Do you invest in real estate? What type of properties do you find most lucrative?"
Mortgage Rates	"Have you been keeping an eye on mortgage rates recently? Do you think they'll remain low?"
Home Selling Tips	"Have you ever sold a property? Any advice for someone looking to sell their home?"
Real Estate Technology	"Have you explored any new real estate apps or tools to streamline the buying or selling process?"
Neighborhood Developments	"Are there any exciting developments or projects happening in our neighborhood?"
Real Estate Market Forecast	"What are your predictions for the real estate market in the coming months?"
Renting vs. Buying	"Do you think it's better to rent or buy a home in our current market?"
Green Homes	"Have you considered eco-friendly features when searching for a home?"
Home Staging	"Have you seen any well-staged homes recently? How important do you think staging is for selling a property?"
Real Estate Negotiations	"Have you ever negotiated a real estate deal? How did it go?"
Luxury Real Estate	"Have you toured any stunning luxury properties lately? What features impressed you the most?"
Real Estate Market Challenges	"What do you think are the biggest challenges in today's real estate market?"
Property Taxes	"How do you feel about property tax rates in our area?"
Homeownership Benefits	"What do you believe are the main advantages of homeownership?"

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Real Estate Investment Strategies	"Do you have a specific investment strategy for real estate? What drives your decision-making process?"
Real Estate Marketing Techniques	"What marketing strategies have you found most effective for promoting properties?"
Home Inspection Experiences	"Have you ever had a home inspection done? Was it a positive or challenging experience?"
Real Estate Career Paths	"Have you considered a career in real estate? What aspects of the industry interest you?"
Real Estate Education	"Have you taken any real estate courses or attended seminars to enhance your knowledge?"
Vacation Homes	"Do you own or plan to own a vacation property? Where is your ideal vacation spot?"
Real Estate Investment Risks	"How do you manage risk when investing in real estate?"
Real Estate Regulations	"Are there any recent changes in real estate regulations that have impacted your decisions?"
Property Flipping	"Have you ever tried flipping properties? Any success stories or lessons learned?"
Real Estate and Retirement	"How do you think real estate can play a role in retirement planning?"
Real Estate Market Cycles	"How do you approach real estate investments during different market cycles?"
Real Estate Market Reports	"Do you follow local real estate market reports to stay informed about the market's performance?"
Real Estate Community Involvement	"Have you been involved in any real estate-related community events or organizations?"

When engaging in small talk, make it about them. Start by asking about their current situation or interest in real estate. Discussing local Real Estate trends and market conditions can also be a great way to connect with clients and demonstrate your expertise without bragging that you're the greatest around. Talking about local events, attractions, and favorite spots in the area will help build rapport and showcase your knowledge of the community.

## REAL ESTATE MARKETING

Don't just stick to real estate in your conversation though. You'll end up sounding dry and uninteresting if you can't have dynamic conversations so share personal interests and inquire about theirs to find common ground and establish a more meaningful connection. Showing genuine interest in their life, including family, work, and hobbies, can foster stronger relationships and create potential long-term clients.

## Question 17.

# What Real Estate strategy makes the most money? (Working with Buyers Vs. Sellers)

There is no one size fits all answer to this question, but you already knew that didn't you? I'm sure it goes without saying, I must emphasize that there is no definitive answer to which real estate strategy, working with buyers or working with sellers, will always produce the highest amount of profit with the least effort.

Both approaches have their advantages and considerations, and the success of each strategy depends on various factors, including market conditions, individual expertise, and local dynamics. Further to that, it's not always an either or situation. It can be an "AND" situation if you're truly interested in being successful.

Let's examine some of the pro's and con's for both strategies so that you can make a more informed decision.

## REAL ESTATE MARKETING

### Working with Buyers:

#### Pros:

- **Faster Transactions:** Buyers are often more motivated to find and purchase a property quickly, leading to potentially faster closing times.
- **Relationship Building:** Working closely with buyers allows for the development of strong personal connections, which can lead to referrals and repeat business.
- **Reduced Marketing Costs:** Buyer agents may spend less on marketing since they focus on finding suitable properties rather than promoting listings.
- **Potential for Repeat Business:** Satisfied buyers may seek the agent's assistance in future transactions, creating a reliable stream of repeat business.

#### Cons:

- **Time-Intensive Property Search:** Finding the right property that meets the buyer's criteria can be a time-consuming process, involving numerous showings and research.
- **Limited Control over Timeline:** Buyers may take longer to make a decision, leading to less predictable timelines for closing deals.
- **Fierce Competition:** Many real estate professionals focus on working with buyers, increasing competition in this segment of the market.

### Working with Sellers:

#### Pros:

- **Higher Commissions:** Selling properties often yields higher commissions, especially in competitive markets or when dealing with luxury properties.
- **Greater Control over the Sales Process:** Listing agents have more control over the property's marketing, pricing, and negotiation.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- **Market Expertise:** Working with sellers allows agents to showcase their knowledge of local market trends and property values.
- **Potential for Referrals:** Satisfied sellers may recommend their agent to friends and family, leading to additional business opportunities.

### Cons:

- **Longer Timeframes:** Selling a property can take time, from the listing stage to closing, which may result in longer lead times for commission payouts.
- **Marketing Costs:** Listing agents typically invest in marketing efforts to promote properties effectively.
- **Emotional Involvement:** Agents may encounter emotionally charged situations when helping sellers part with their homes.

### Doing Both (Working with Buyers and Sellers):

#### Pros:

- **Diversified Income:** By working with both buyers and sellers, agents can balance income streams and reduce reliance on a specific market segment.
- **Broader Network:** Engaging with both sides of the transaction expands an agent's network and potential client base.
- **Market Versatility:** Working with both buyers and sellers allows agents to adapt to changing market conditions and capitalize on opportunities in various segments.

#### Cons:

- **Time Management Challenges:** Balancing the needs of buyers and sellers can be demanding and may require effective time management skills.
- **Potential Conflicts of Interest:** Agents must navigate potential conflicts of interest when representing both buyers and sellers in the same transaction.
- **Different Skill Sets Required:** Working with buyers and sellers may call for different negotiation and communication skills.

## REAL ESTATE MARKETING

Ultimately, the decision to focus on buyers, sellers, or both depends on the individual agent's strengths, preferences, and market dynamics. But more importantly, what makes *YOU* happy. If you sacrifice your happiness for the almighty dollar you will pay the piper eventually. That kind of thing catches up with you and it's never pretty so heed my warning.

Many successful real estate professionals find success in striking a balance between working with both buyers and sellers to optimize their earning potential and provide comprehensive services to their clients.

To make an informed decision, consider your strengths, resources, and market conditions. The key to maximizing profits and minimizing effort lies in effective marketing, networking, and offering exceptional service to clients. As a real estate expert, it's crucial to adapt your strategy based on your expertise and the specific needs of your target market.

## Question 18.

# How do you target a Real Estate audience?

I'm only assuming this question is meant to have – "on Facebook/Instagram/Google Ads/YouTube/Tik Tok" at the end of it. If not, I'm worried for the people who live in the area's where this is a common search. Bad jokes aside, targeting your audience online is pretty easy.

If you are, in fact, looking for a specific set of instructions that will help you leverage online advertising tools to target your ideal clients I can help you with that. Targeting a Real Estate audience involves identifying the characteristics of your ideal buyer or seller and tailoring your marketing efforts to reach that audience.

Here's what you can do to effectively target a Real Estate audience:

1. **Define *your* target audience:** Start by defining the characteristics of your ideal buyer or seller. This might include age, income, location, interests, and buying/selling habits.

- 2. Research your target audience:** Once you have defined your target audience, conduct research to learn more about their preferences and behaviours. You can use online tools like social media analytics or survey tools to gather data on your target audience.
- 3. Tailor your messaging:** Use the insights from your research to tailor your messaging to your target audience. For example, if your target audience is young professionals, you might use social media platforms like Instagram or LinkedIn to reach them and focus your messaging on the benefits of owning a home for building wealth over time.
- 4. Create your *ads* account:** Create an ads account on the platform you want to use, such as Facebook Ads Manager, Google Ads, or TikTok for Business. Follow the platform's registration process and set up your billing information.
- 5. Set your campaign objectives:** Determine your specific goals for the advertising campaign, whether it's to generate leads, increase website traffic, or promote a specific property.
- 6. Choose targeting options:** Utilize the targeting features of the advertising platform to narrow down your audience based on the characteristics you defined earlier. This can include demographics, interests, behaviors, and location.
- 7. Set your budget and bidding strategy:** Decide on your advertising budget and choose the bidding strategy that aligns with your objectives, such as cost per click (CPC) or cost per thousand impressions (CPM). If you want people to meet you go for max impressions, once they've seen you retarget them with a call to action and a CPC campaign
- 8. Design compelling ad creatives:** Create visually appealing and engaging ad creatives that resonate with your target audience. Use high-quality images, compelling headlines, and clear calls-to-action to encourage clicks or conversions.

9. **Monitor and optimize your campaigns:** Keep a close eye on the performance of your ads and make data-driven decisions to optimize their effectiveness. Adjust creatives, targeting, ad placements, messaging, and landing pages as needed to improve results.
10. **Track and measure results:** Use the analytics provided by the advertising platform to track key performance metrics, such as click-through rates, conversion rates, and return on investment (ROI).
11. **Continuously refine your strategy:** As you gather more data and insights, continuously refine your targeting, messaging, creatives, and call to action to ensure you are reaching the most relevant audience with the right message.

Online advertising is an iterative process, and it may take time to find the right combination of targeting and messaging that delivers the best results. Regularly review and adjust your strategies to stay ahead of the competition and effectively target your real estate audience.



## Question 19.

# How do you get leads for a listing?

Generating leads is a crucial aspect of marketing as it allows you to build a pool of potential clients to nurture, follow up with, and eventually convert into actual customers. Obtaining leads can be achieved through various marketing efforts, such as online advertising, content marketing, social media engagement, networking, hosting events, and lead capture forms on your website.

The goal is to engage with potential clients, collect their contact information, and then follow up with them to understand their needs better, build relationships, and eventually guide them through the real estate buying or selling process. Effectively getting leads is essential for growing your real estate business and maintaining a pipeline of potential clients to work with.

Now, when it comes to getting leads for a specific listing there is a combination of tactics, including online marketing, personal

## REAL ESTATE MARKETING

networking, and targeted advertising that will help you cross the finish line.

Here are some creative ways to get leads for a listing:

1. **Virtual Open Houses:** Host a virtual open house for the property, using platforms like Zoom or Facebook Live. Promote the event through social media, email marketing, and targeted online ads to attract potential buyers and generate leads.
2. **Video Tours:** Create high-quality video tours of the property and share them on your website, social media channels, and YouTube. Video content is engaging and can attract interested buyers, prompting them to inquire about the listing.
3. **Exclusive Preview Events:** Organize an exclusive preview event for a select group of potential buyers. Send personalized invitations and leverage the feeling of exclusivity to entice leads.
4. **Local Partnerships:** Collaborate with local businesses or organizations to promote the listing. For example, partner with a nearby restaurant to offer a discount to customers who attend the open house.
5. **Influencer Marketing:** Work with local influencers or real estate bloggers to showcase the property on their platforms. Influencers can reach a broader audience and generate interest in the listing.
6. **Contests and Giveaways:** Run a contest or giveaway related to the property. For instance, offer a free home staging consultation or a gift card for home decor to those who sign up as leads.
7. **3D Virtual Tours:** Utilize 3D virtual tour technology to provide a detailed and immersive experience for potential buyers, increasing their interest in the property.
8. **Targeted Online Ads:** Create targeted online ads that highlight the unique features and benefits of the property. Use platforms

like Facebook, Google Ads, or Instagram to reach potential buyers in the area.

9. **Direct Mail Campaign:** Design eye-catching parcels and send them to a carefully selected list of potential buyers or sellers in the neighborhood or specific target market. The only way you should do this is if it's something that no one else is doing. Do a lot of research!
  
10. **Storytelling:** Craft compelling stories around the property, its history, unique features, or the lifestyle it offers. Share these stories through social media, blogs, or local publications to captivate potential buyers.

Track the effectiveness of each strategy by measuring the number of leads generated and the conversion rate. By combining creativity with data-driven decision-making, you can successfully get leads for a specific listing and increase the chances of selling the property quickly and at the best possible price.

By combining these tactics, you can effectively generate leads for a listing and increase the chances of finding the right buyer for the property.



## Question 20.

# What is the first thing a marketer should do?

The first thing a marketer should do is thoroughly understand the target audience. This involves conducting market research and gathering data to gain insights into the demographics, preferences, needs, and pain points of potential buyers or sellers in the real estate market.

By understanding the target audience, a marketer can tailor their marketing strategies, messages, and channels to resonate with the right people, ensuring that their efforts are more focused and effective. This step is crucial as it lays the foundation for all subsequent marketing decisions and helps maximize the return on investment for marketing campaigns.

If this is something you're interested in taking on, here are the steps a real estate marketer would follow to thoroughly understand their target audience:

## REAL ESTATE MARKETING

- 1. Define Objectives and Goals:** Clearly outline what the marketing campaign aims to achieve. Whether it's generating leads, increasing brand awareness, or driving sales, having specific goals will guide the entire research process.
- 2. Identify Target Market Segments:** Divide the overall market into smaller segments based on factors like demographics, location, income levels, preferences, and behavior. This segmentation helps in focusing efforts on specific groups with shared characteristics.
- 3. Conduct Market Research:** Use a mix of qualitative and quantitative research methods to gather data about the identified target market segments. This can include surveys, interviews, focus groups, and analyzing existing market data.
- 4. Analyze Competitors:** Understand the strengths and weaknesses of competitors targeting similar audiences. Analyzing their marketing strategies can provide valuable insights and help differentiate your own approach.
- 5. Build Buyer Personas:** Create detailed profiles that represent typical customers within each target segment. These personas should include information like age, occupation, preferences, pain points, and goals.
- 6. Collect Data from Various Sources:** Utilize both primary and secondary data sources to paint a comprehensive picture of the target audience. Primary data comes directly from your research efforts, while secondary data can be gathered from industry reports, government sources, or other existing studies.
- 7. Identify Trends and Patterns:** Analyze the data to spot trends, patterns, and common characteristics among the target audience. This analysis will help identify opportunities and challenges in reaching and engaging potential clients.
- 8. Develop Customer Journey Maps:** Map out the typical customer journey, from initial awareness to final conversion. Understanding the touchpoints and decision-making process helps tailor marketing messages and tactics accordingly.

9. **Create Content and Messaging:** Craft marketing content, messages, and visuals that align with the preferences and pain points of the target audience. Personalization is key to resonating with potential buyers or sellers.
10. **Choose the Right Channels:** Based on the preferences and behavior of the target audience, select the most appropriate marketing channels to reach and engage them effectively. This could include social media, email marketing, search advertising, or direct mail.
11. **Test and Iterate:** Implement the marketing strategies and monitor their performance closely. Use analytics to measure the effectiveness of different approaches and make data-driven adjustments as needed.

By conducting thorough market research and analyzing data, you gain insights into the preferences, needs, and pain points of potential buyers or sellers. This enables you to tailor your marketing strategies and messages to resonate with the right people, resulting in increased lead generation, better customer engagement, and improved conversion rates.

Moreover, you'll have a competitive advantage by differentiating your approach from competitors and optimizing your marketing budget. Creating detailed buyer personas allows you to craft personalized messaging that addresses specific customer segments.

Regularly testing and iterating your strategies based on data-driven insights keep you adaptable in the dynamic real estate market. By providing a positive customer experience and building trust, you can foster long-term relationships, leading to referrals and repeat business, which are crucial for sustained success as a realtor.



## Question 21.

# What are 3 qualities of a good real estate marketer?

As a real estate agent, understanding the qualities of a good real estate marketer is essential for a few reasons. Knowing what makes a marketer effective will allow you to apply these same principles and techniques to your own work. Whether you're writing a property description, taking photographs, or organizing an open house, understanding good marketing can help make all your efforts more successful.

If you decide to hire a professional marketer or work with a marketing team, knowing what qualities to look for can help you choose someone who'll truly benefit your business. Not all marketers are created equal, and you want to make sure you're investing your resources wisely.

Clients often depend on their agents to guide them through the marketing process. If you understand what good real estate marketing looks like, you'll be better equipped to explain the process to your clients,

## REAL ESTATE MARKETING

manage their expectations, and show them how you're working to sell their property effectively.

The real estate industry is highly competitive. By continually improving your marketing knowledge and skills, you can stay ahead of the curve, attracting more clients and closing more deals.

Understanding the qualities of a good real estate marketer isn't just about marketing—it's also about providing better service to your clients, improving your business, and setting yourself apart from other agents. When it comes to being a successful real estate marketer, there are several key qualities that really make a difference.

Here are a few of those traits for your consideration:

- 1. Deep Understanding of the Market:** This might seem pretty obvious, but it's crucial to have your finger on the pulse of the real estate market. Not just the broad trends, but also the finer details like neighborhood dynamics, buyer and seller behavior, and even understanding the seasonal cycles. All of these things can play a big role in determining the best strategies for marketing a property.
- 2. Innovative Thinking:** The real estate market is constantly evolving and so are marketing strategies. It's essential for a good marketer to be adaptable and creative. This means being willing to experiment with new marketing techniques, whether that's using social media, virtual tours, or leveraging new technologies like VR and AR. Innovative thinking also involves finding unique ways to showcase properties so they stand out in a crowded marketplace.
- 3. Exceptional Communication Skills:** A successful real estate marketer needs to be a great communicator. This includes not only the ability to convey information clearly and persuasively to potential buyers, but also listening to clients to understand their needs and goals. It also means being able to effectively network with other professionals and create strong relationships that can lead to future opportunities.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

These are just a few of the key qualities. There are many other skills and traits that can contribute to success in this field. Ultimately, it's about finding a balance that works for you and your specific market.

Real estate isn't just about selling properties—it's about selling a lifestyle, a dream, an opportunity. And marketing plays a pivotal role in that. Think of it this way: as a real estate agent, you're not just a salesperson, you're a storyteller. Each property has its own narrative, and your job is to tell it in a way that resonates with potential buyers.

To tell a compelling story, you need to know your audience—understand their needs, their desires, and the market they're navigating. That's why a deep understanding of the market is crucial. You need to stay ahead of trends, be adaptable, and be innovative. And remember, no great storyteller ever succeeded without being a great communicator, too.

So whether you're doing your own marketing or hiring a professional, keep these qualities in mind. Seek them out, develop them in yourself, and demand them from others. As a real estate agent, this understanding can make the difference between being just another player in the game and becoming a trusted advisor to your clients, someone they'll return to time and time again, and recommend to others.

In the end, it's not just about closing one deal—it's about building a reputation, growing your business, and really making your mark in the real estate world. And that, my friend, begins with knowing the traits of a great real estate marketer and incorporating them into your practice.



## Question 22.

# How long does it take to generate leads?

Truth be told, it varies. It depends on a whole bunch of factors, such as your marketing strategy, the real estate market itself, and your target audience. If you're worried about the length of time it takes to generate leads you probably have more pressing matters to sort through. Here's a reframe to consider, you're playing a long term game. You shouldn't expect short term results.

With that out of the way, let's break it down. If you're just starting out with a fresh strategy, you may need to give it a couple of months to start seeing results. The first few weeks usually involve setting up your campaigns, optimizing your website, or creating the necessary content. After your strategies are in place, it can take a few more weeks for your efforts to gain traction.

Now, keep in mind, not all leads are created equal. While it's possible to generate leads quickly with overly persuasive ads and too-good-to-be-true offers, these leads might not always be

## REAL ESTATE MARKETING

high-quality, meaning they may not be ready to enter the real estate off ramp yet.

On the other hand, leads generated through organic methods such as SEO or content marketing usually take longer to acquire, but they can often be higher in quality since these people are actively seeking information and are generally more invested in their search. Also, don't forget that the real estate market can have its own timelines. If it's a hot market, people are more likely to respond quicker than in a slow market.

All that said, patience is a virtue in lead generation. Consistency in your efforts, regular testing and adjustment of your tactics, and understanding your audience's needs are keys to success. It's not just about generating leads quickly, it's about generating the right leads.

Don't let this hold you back from starting something though. As the old proverb goes, "The best time to plant a tree is 20 years ago. The second best time is now." Here are some examples of timeframes and the sales lifecycle for various lead generation strategies just so you can be prepared for what's to come:

- 1. Content Marketing:** The time it takes to generate leads through content marketing can vary depending on the type of content you create, how often you publish it, and the channels you use to promote it. Generally, it can take several months to start seeing a significant increase in leads through content marketing. However, once you generate leads, they can move quickly through the sales cycle since they already know, like, and trust you enough to reach out.
- 2. Search Engine Optimization (SEO):** SEO is a long-term strategy that can take several months or even years to start generating significant leads. However, once you start ranking well for relevant keywords, you can generate a consistent flow of high-quality leads. The sales cycle for SEO-generated leads can vary, but they are often further along in the sales funnel since they are actively searching for you.
- 3. Social Media Marketing:** Social media marketing can generate leads quickly, but it can take some time to build a following and develop a content strategy that resonates with your audience.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Once you start generating leads, they may be at an earlier stage in the sales cycle since they may not be actively searching for your product or service. Nurture these people until they need you.

- 4. Email Marketing:** Email marketing can generate leads quickly if you have an existing email list or use tactics such as lead magnets to attract subscribers. The sales cycle for email-generated leads can vary, but they are often further along in the sales funnel since they have already expressed interest in your product or service by subscribing to your email list.
- 5. Paid Advertising:** Paid advertising can generate leads quickly, but the sales cycle can vary depending on the quality of the leads generated. If you are targeting the right audience and using compelling ad copy and landing pages, you can generate high-quality leads that are further along in the sales funnel. However, if you are targeting the wrong audience or using ineffective ad copy or landing pages, you may generate low-quality leads that take longer to convert.

It's important to note that the sales lifecycle can vary widely depending on the industry, product or service, and target audience. These are general guidelines to give you an idea of what to expect when using different lead-generation strategies.

The speed of lead generation can also depend on the quality of the lead generation process. A well-planned and executed lead generation strategy can yield faster results than a poorly designed one.



## Question 23.

# Is marketing important in Real Estate?

Marketing is crucial in real estate, and for good reasons too.

Think of it this way – you've got a fantastic property on your hands. It's beautiful, it's located in a great area, and the price is just right. Just like a tree falling in a forest with no one around to hear it, how will potential buyers know that it exists? That's marketing. It's the bridge that connects sellers with potential buyers. Or vice versa depending on your style.

The real estate market can be a crowded space with countless people and properties vying for attention. Especially when the market is in a trend. Marketing helps your property stand out. It's all about creating visibility and sparking interest.

Good marketing goes beyond just selling a property. It's about telling a story, creating an emotional connection with potential buyers. People don't just buy homes; they buy the lifestyle, the dream that

## REAL ESTATE MARKETING

comes with it, the life that they imagine living when they stand in the doorway of the home you're showing them. "Ok" marketing highlights the unique features and potential of the property. Great marketing connects people to their desires.

Oh, and let's not forget about the importance of reaching the right audience. It's not just about shouting from the rooftops; it's about whispering into the right ears. With targeted marketing strategies, your message reaches those who are most likely to be interested in what you're offering.

In essence, without marketing, even the best properties might sit on the market unnoticed. So, whether you're a real estate agent, a homeowner looking to sell, or a property investor, effective marketing should be high on your list of priorities. It's the engine that drives visibility, interest, and ultimately, sales in the real estate world.

## Question 24.

# How much do mortgage brokers spend on marketing?

The amount mortgage brokers spend on marketing can vary widely depending on a range of factors such as the size of their business, their location, their target audience, and their overall marketing strategy.

For smaller mortgage brokerages, a budget of a few hundred to a couple of thousand dollars per month may be sufficient. This can cover basic marketing activities such as maintaining a professional website, managing social media channels, email marketing, and a few targeted online ads.

On the other hand, larger brokerage firms may spend several thousand or even tens of thousands of dollars per month on marketing. They might invest in more extensive advertising campaigns, hire professional marketing agencies, and engage in more elaborate online and offline marketing strategies including SEO, SEM, content marketing, events, print advertising, and more.

## REAL ESTATE MARKETING

One common rule of thumb in business is to spend around 10% of your revenue on marketing. But again, this can vary based on the factors I mentioned earlier, and it's essential to ensure your marketing budget aligns with your specific goals and strategy.

Effective marketing is about quality, not just quantity. It's not always about spending more, but rather spending wisely. Understanding your audience, tracking your results, and continually refining your approach based on data and insights are key to getting the most bang for your marketing buck.

If you're considering collaborating with a mortgage broker in your area or even a team of professionals there are a number of ways you can combine your resources to effectively reach more people with a cohesive message. Here are some ways you can creatively connect with others in your industry to get more clients:

- 1. Joint Events:** Team up with other real estate professionals to host informational events or webinars. This could be with interior designers, home inspectors, real estate attorneys, or contractors. The event can provide valuable advice on home buying, selling, renovation, or investment. It's a win-win: you're providing valuable content and also getting exposure to each other's networks.
- 2. Referral Partnerships:** Develop a mutual referral system with professionals who service the same target market. For instance, partnering with a local moving company or a home staging professional can be beneficial. When they encounter clients who need real estate services, they can refer you, and vice versa.
- 3. Co-Marketing Campaigns:** Collaborate on marketing campaigns with other professionals. This could involve producing a joint blog or video series on topics of interest to your clients, co-sponsoring local community events, or sharing each other's content on social media.
- 4. Package Deals:** Work with home improvement professionals, photographers, or interior designers to create package deals. For instance, offering a home staging consultation or a professional

home photo shoot as part of your services can add extra appeal to your listings.

- 5. Educational Workshops:** Organize workshops with financial advisors or mortgage brokers to educate first-time homebuyers about the process. This gives potential clients valuable information and establishes you as a knowledgeable professional in your field.

The key to successful collaboration is that it's mutually beneficial. When you work with others it's important to maintain a high level of service and integrity. By aligning with other professionals who share your commitment to quality, you'll be in a better position to attract and retain more clients.



## Question 25.

# What are the 4 C's of marketing?

The 4 C's model of marketing is largely attributed to Robert F. Lauterborn, a well-respected professor of advertising at the University of North Carolina at Chapel Hill. He introduced this framework in the 1990s as a more customer-centric alternative to the traditional 4 P's model (Product, Price, Place, Promotion) that had been popular since the 1960s.

Lauterborn argued that the 4 P's model was too internally focused and lacked consideration of the customer's perspective. He presented the 4 C's to shift the focus from the seller's viewpoint to the buyer's, placing a higher emphasis on understanding the needs and wants of consumers.

While the 4 P's model is still widely taught and utilized, the 4 C's model has gained significant traction over the years. This is especially true in today's marketing landscape, where understanding and catering to the customer's needs and experiences are paramount for a brand's success.

So, in essence, it's largely thanks to Robert F. Lauterborn that we have the 4 C's model as a popular and effective tool in modern marketing

## REAL ESTATE MARKETING

strategies. Out of necessity for innovation Lauterborn introduced the world to the 4 C's of marketing as a customer-oriented approach that focuses on their needs and wants rather than solely on the product or service sold.

Here's a detailed breakdown of each of the four C's:

- 1. Customer:** This C encourages you to focus on the needs and wants of your customer, rather than just the features of your product or service. In the realm of real estate, this could mean understanding exactly what type of property a potential buyer is looking for or what services a seller values most.
- 2. Cost:** Here, we're looking beyond just the price tag of your service. This C considers the total cost of ownership. For a home buyer, for instance, this could include not just the purchase price, but also the cost of maintenance, taxes, and potential renovations. As a marketer, you'd want to make sure these additional costs are communicated clearly to avoid any surprises.
- 3. Convenience:** This is all about making it as easy as possible for your customers to do business with you. In today's digital age, this could mean offering virtual home tours, online contracts, or a well-designed, easy-to-navigate website. It's all about reducing friction and improving the overall customer experience.
- 4. Communication:** This C emphasizes the importance of two-way communication. Traditional marketing often focuses on talking "at" the customer, but the 4 C's encourage interaction and engagement with customers. This could take the form of social media interactions, request forms on your website, or personalized email campaigns.

The 4 C's are all about shifting focus from the business to the customer. While the traditional 4 P's of marketing (Product, Price, Place, Promotion) look at things from the company's perspective, the 4 C's urge you to see things from the customer's point of view. By putting the customer first and focusing on their needs and wants, you can create more effective marketing campaigns that are more likely to resonate with their target market.

This is another one of those situations where it doesn't have to be either/or. You don't have to choose which framework you like best. You can combine them to inform your communications and advertising in a way that will propel your personal brand to the front of the pack.

Combining both the 4 C's and 4 P's frameworks can give you a comprehensive, well-rounded marketing strategy that caters to both your business's needs and your customers' desires. Emotions play a pivotal role in the decision-making process. When you connect the principles of the 4 P's and 4 C's with emotional appeal, you can create a truly compelling strategy.

Here's how that might look:

- 1. Product and Customer:** Instead of just promoting the features of a property, tell a story. What could life look like for a potential buyer in this new home? Is it a warm, inviting space for a growing family? A sleek, modern spot perfect for a young professional? The goal is to make the client feel connected to the property, to envision themselves within that space. For sellers, highlight how you understand the emotional attachment to their property and how you'll respect and honor that in the selling process.
- 2. Price and Cost:** Price discussions can be stressful for clients. Make it easier by being upfront and transparent about all costs. Show empathy and understanding if cost is a significant factor for them. If you're offering a more premium service, focus on the peace of mind and convenience you provide, relieving the client's stress and anxiety.
- 3. Place and Convenience:** Remove any potential stressors from the buying or selling process. Making things as convenient as possible gives the client a sense of ease and comfort. This could be something as simple as being available for calls outside normal business hours or providing easy-to-digest digital materials to help them understand the real estate process.
- 4. Promotion and Communication:** Engage with your audience on an emotional level through your marketing messages. Use storytelling, address their hopes and fears, and highlight how you

## REAL ESTATE MARKETING

can guide them on this journey. Ensure your communication is empathetic, responsive, and proactive.

The key is to always show your clients that they're not just another transaction. Show them you understand their feelings and are there to support them. This emotional connection can greatly elevate your marketing and service offering, setting you apart from other real estate agents in the area. You've heard it before but make it law, people might forget what you said, but they'll never forget how you made them feel.

## Question 26.

# What are the 5 A's of marketing strategy?

Well it depends on who you're asking. Marketing theories and models have evolved as our understanding of customer behavior has deepened, and as technological advancements have changed the ways businesses and consumers interact. The traditional 4 P's of marketing (Product, Price, Promotion, Place) laid the groundwork for a business-focused approach to marketing, and over time that evolved into the four C' and even that wasn't impermeable.

It's become clear that a customer-centric model is often more effective. Naturally, evolution has led to models like the 5 A's, which put the customer's journey at the center of marketing strategy. While not tied to a single author, and often found with substituted alliterations, this model aligns with the thinking of many modern marketing and business strategy leaders who emphasize understanding and serving the customer as the key to successful marketing.

## REAL ESTATE MARKETING

The principles encapsulated by the 5 A's framework are echoed in the writings of many influential marketing authors, like Philip Kotler, often regarded as the father of modern marketing, Seth Godin, a hugely influential modern marketing thinker, and Simon Sinek, who champions the idea of starting with "why" to create meaningful connections with customers.

This framework is another great tool to have in your marketing strategy toolkit. The 5 A's stand for Aware, Appeal, Ask, Act, and Advocate.

- 1. Aware:** This is the first step where you aim to make your target market aware of your brand, products, or services. In real estate, this might involve using social media marketing, SEO, content marketing, or local events to get your name out there and let potential clients know who you are and what you do.
- 2. Appeal:** Once you've captured your audience's attention, the next step is to appeal to them. You need to demonstrate the value and benefits of your services, showing why you're the best choice for their real estate needs. This might involve showcasing your track record, your unique selling points, or even testimonials from happy clients.
- 3. Ask:** This stage is about encouraging interaction and engagement. You want to open a dialogue with your potential clients, giving them the chance to ask questions, express their needs, or voice any concerns. This two-way conversation can be facilitated through social media, email, phone calls, or even face-to-face meetings.
- 4. Act:** The act stage is where your potential clients take action and decide to use your services. This is where all your previous efforts in making them aware, appealing to their needs, and answering their questions pay off. Your role here is to make this process as smooth and easy as possible for them, reducing any potential barriers to action.
- 5. Advocate:** The final stage is about turning your happy clients into advocates for your brand. If they've had a positive experience with your services, they'll be more likely to

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

recommend you to others, helping you to reach new potential clients. You can encourage this advocacy through referral programs, asking for testimonials, or simply by delivering exceptional service that they can't help but talk about!

While these ideas and frameworks are presented in a linear way, marketing is often a systematic and cyclical process, with happy clients becoming advocates and then creating more awareness for your brand.

The 5 A's of marketing strategy provide a framework for developing a comprehensive marketing plan focused on achieving your goals and meeting your clients needs. By following this framework, you can create effective marketing strategies that are more likely to drive results. Deploying the 5 A's in your marketing strategy can help you create a comprehensive approach that guides potential clients through every stage of their journey, from first becoming aware of your brand right through to becoming a loyal advocate.



## Question 27.

# What are the 7 principles of marketing?

The "7 Principles of Marketing" as we know them today have been formulated and shaped by several influential marketing theorists over the years. This body of knowledge is a collective work that's been built over decades, rather than attributed to a single author or a defined moment in time.

However, if we're looking at key figures in the development of modern marketing theory, one would certainly be E. Jerome McCarthy. In the 1960s, he introduced the concept of the "4Ps of Marketing," which we've covered in this text already. The 4Ps model became a cornerstone of marketing and has greatly influenced the principles we recognize today. We discussed this evolution in the four C's of marketing.

Other figures like Philip Kotler, often called the "father of modern marketing," have also significantly contributed to the formation of these principles. Kotler's work has further emphasized the importance of customer orientation, social responsibility, and integrated marketing.

## REAL ESTATE MARKETING

While these and other theorists have significantly shaped the field, it's also important to note that the principles of marketing continue to evolve with changes in technology, consumer behavior, and the business environment. Today's digital landscape, for example, has led to new principles and tactics related to online engagement, data-driven decision making, and customer experience management.

In modern marketing, you'll find seven core principles that guide the way marketers approach their work.

Let's run through them:

- 1. Customer Orientation:** This is all about understanding the needs, wants, and demands of your target market. The more you know about your customers, the better you can tailor your product or service to meet their needs.
- 2. Marketing Research:** Gathering and analyzing data about your market, competition, and customers is a key part of the process. This can help you make informed decisions about how best to position your products or services.
- 3. Market Segmentation:** Not all customers are the same, so it's important to divide your market into distinct segments based on characteristics like demographics, behavior, and psychographics. This can help you tailor your marketing strategies to specific customer groups.
- 4. Integrated Marketing:** This principle is about ensuring consistency across all of your marketing channels. Whether a customer interacts with your brand online, in-store, or through advertising, their experience should be cohesive and consistent.
- 5. Consumer Value:** The goal of marketing is to create value for the consumer. This means providing a product or service that meets a need or solves a problem for the customer, and doing so in a way that provides a worthwhile return on their investment.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

6. **Relationship Marketing:** Building long-term relationships with customers is a key part of successful marketing. This can result in repeat business, positive word of mouth, and customer loyalty.
7. **Social Responsibility:** More than ever, consumers care about doing business with companies that act ethically and responsibly. This includes being environmentally conscious, treating employees well, and contributing to the community.

Remember, these principles aren't standalone; they often overlap and should work together to create a comprehensive, effective marketing strategy. Each one brings its own unique value to your overall approach.



## Question 28.

# Is marketing the same as selling?

While marketing and selling are related, they're not exactly the same. Knowing both will set you miles ahead of your competition though.

**Selling** can be considered a form of conversation that leads to a transaction or it could be the transactional process itself that involves transferring the ownership of a product or service from the seller to the buyer in exchange for money. To help you decide *where* to draw the line, let's just say selling is the process where you convince your customer to make a purchase.

**Marketing**, on the other hand, is a more comprehensive process that includes a range of activities leading up to the conversation, and even beyond it. It involves understanding customer needs, researching the market, developing products or services to meet those needs, setting prices, promoting, and delivering on your promises to the customer. It also involves building long-term relationships with them too.

## REAL ESTATE MARKETING

In simple terms, selling is a single action, while marketing is a broad strategy.

**Here's an analogy:** imagine you're a baker. Selling is the act of getting someone to buy your loaf of bread. Marketing, however, involves everything from deciding what kind of bread to bake based on what your customers like, setting a competitive price, advertising your bread to attract customers, arranging it attractively in the shop, and asking customers for feedback to make your next batch even better.

Marketing and selling are not the same, although they are related. While marketing and selling are different activities, they are both important parts of a business's overall strategy. A strong marketing strategy can help to generate leads and create interest in a product or service, while effective selling techniques can help to close deals and generate revenue.

## Question 29.

# How can I increase sales?

This question is a double edged sword. Mainly because you're asking for more work and investment of your time and money simultaneously. I'm sure it goes without saying, work smarter not harder and when you jump into the deep end you're most likely going to learn how to swim. Or that you can't swim so deep. In any event, tread carefully with this one.

Yes, when you increase the number of listings you sell, you're essentially boosting your income, as every property sold translates into commission for you. More sales means more money in your pocket. And who doesn't want that right?

You see, it's not just about the immediate financial gain. Selling more properties also amplifies your visibility in the marketplace. Like ripples in a pond, every sale you make helps spread your name a little further, making you more recognizable and establishing you as a go-to realtor in your area. Simultaneously, your reputation gets a boost. Every happy client is a potential ambassador for your brand. Their recommendations can drum up more business, and before you know it, your client network has grown.

## REAL ESTATE MARKETING

On a personal level, taking on and selling more listings can force you to work on your professional development. If you want to fly higher you have to strengthen your wings right? Each sale presents its own unique set of challenges and lessons. Navigating these successfully helps you hone your skills and become more adept at what you do. If you've handled one or two at a time and it was challenging, imagine doubling it. Is that what you want?

As you get busier and your business grows, doors to new opportunities may open. You might find the need to expand your business, whether that's by bringing on an assistant, building a team, or even opening a new office. You're quickly going to learn that you can't do it all yourself. You need help. Can you take a temporary pay cut to support someone while you transition into a new way of doing business?

This isn't to discourage you from pursuing your goals, it's just a reminder. With growth comes added responsibilities. As you sell more listings, your workload increases, so it's crucial to manage this growth carefully. You want to ensure that you continue to provide excellent service to each and every client, regardless of how many you have. If you want people to talk about you, make sure their experience with you is remarkable. By its very definition.

That's the bigger picture of why increasing the number of listings you sell can be a good thing. It can be a catalyst for not just higher income, but also for broader business growth and personal development. It requires you to think differently and plan more meticulously. Not to the point of analysis paralysis but it's not a bad thing if you ride close to the edge.

Fast is fleeting. Slow is sustainable.

Still want to sell more? Increasing the sales of your listings involves a mix of strategies, from improving the quality of the listings themselves to enhancing your marketing efforts.

Here are some strategies you might want to consider:

- 1. Improve Your Listings:** Ensure your listings are accurate, detailed, and appealing. High-quality photos, video tours, and

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

virtual interactive presentations can make a big difference. Be sure to include all relevant details about the property, including unique features and nearby amenities. Tell stories and paint pictures.

- 2. Leverage Digital Marketing:** Make use of social media platforms, email marketing, and SEO to promote your listings. Paid ads can also be effective, especially if they're well-targeted. You have to spend money to make money.
- 3. Focus on Staging:** Professionally staged homes often sell faster and for more money. If you can't afford that check out some *virtual alternatives*. Staging can help potential buyers visualize how they might use the space.
- 4. Tap into Your Network:** Make sure your professional network knows about your listings. Other agents may have clients who are looking for a property just like yours. Mortgage brokers might talk to just the right family. Think outside the box on this one.
- 5. Price It Right:** Ensure your listings are priced correctly for the market. If a property is overpriced, it may linger on the market and become less appealing to buyers. If it's underpriced people may think it's a lemon.
- 6. Provide Excellent Customer Service:** Be responsive, knowledgeable, and helpful. Build relationships with your clients. Happy clients are more likely to refer you to others. A little review on Google doesn't hurt either.
- 7. Utilize a CRM System:** Customer Relationship Management (CRM) systems can help you manage leads, follow up with potential buyers, and stay organized, ultimately leading to more sales.

Increasing sales requires you to consistently work to build trust and demonstrate your value to your clients. It's kind of like tips at a restaurant, the better you serve the more you'll get. With your personal brand the better you do the more they talk. By focusing on their needs and delivering a high-quality service, you'll be more likely to close deals and earn repeat business.



## Question 30.

# What is the most popular marketing strategy?

Staying up-to-date with the most popular marketing strategies in the real estate industry is crucial, primarily because of the competitive nature of the market. The real estate industry can be an aggressive environment, with numerous agents and agencies vying for a share of the market. By keeping abreast of the latest marketing strategies, you can stay ahead of your competitors, ensuring your properties get the visibility they deserve.

The way people search for and buy properties is constantly evolving. More and more people are using online platforms to find their dream homes. By staying current, you can meet your clients where they are and provide them with the information they need in the way they prefer to receive it. This not only improves the client experience but also increases the chances of successful transactions.

Understanding what strategies are most effective helps in maximizing your return on investment. By knowing where to put your

## REAL ESTATE MARKETING

marketing dollars, you can ensure you get the best bang for your buck. This is particularly important in an industry where marketing budgets can be substantial.

Modern marketing strategies, especially those in the digital realm, are often about more than just selling properties. They're about building relationships and trust with potential clients. By staying up-to-date, you can engage with your audience in a meaningful way, fostering stronger connections. This not only helps in the short term by increasing sales but also in the long term by building a loyal client base.

The real estate market is oftentimes dramatically influenced by numerous factors, from economic changes to new technologies. By keeping your finger on the pulse of the industry, you can adapt your marketing strategies as needed to align with these changes. This flexibility can be the difference between success and failure in a rapidly changing market.

Knowledge is power. The more you know about current marketing trends and strategies, the better equipped you'll be to successfully market your properties and grow your business. It must be said that this is subjective and simply observation and opinion and you should always do your own research so that you can make informed decisions about how and where to invest in yourself.

Now that that's out of the way, the most popular marketing strategy in the real estate industry – from what I've observed – is a blend of digital marketing and traditional marketing methods.

Let's break it down:

**Digital Marketing:** This has become increasingly popular due to its cost-effectiveness and targeted reach.

Here are some key components:

- **Website and SEO:** A well-designed, user-friendly website is crucial. It's often the first point of contact for potential clients. SEO (Search Engine Optimization) helps improve the website's visibility on search engines, making it easier for clients to find you.

- **Social Media Marketing:** Platforms like Facebook, Instagram, LinkedIn, and Twitter are used to showcase properties, share industry knowledge, and engage with potential clients. Tik Tok, Instagram, YouTube, and Facebook are particularly popular due to their visual nature, which is perfect for showcasing properties.
- **Content Marketing:** This involves creating and sharing valuable free content to attract and convert prospects into clients, and clients into repeat buyers. This could be blogs, videos, ebooks, or infographics about the real estate market, buying/selling tips, neighborhood guides, etc.
- **Email Marketing:** This is used for sending personalized property suggestions, industry news, and other relevant information to people who have subscribed to the mailing list.

**Traditional Marketing:** Despite the rise of digital marketing, traditional methods are still widely used and effective in the real estate industry.

- **Direct Mail:** This could be postcards, flyers, or newsletters sent to targeted neighborhoods or demographics.
- **Networking Events:** Attending or hosting local events, real estate fairs, or open houses are great ways to meet potential clients and other industry professionals.
- **Print Advertising:** This includes ads in newspapers, magazines, or real estate publications.
- **Signage:** "For Sale" signs are still one of the most effective marketing tools in real estate. They not only advertise the property but also help brand the real estate company.

The best marketing strategy often involves a mix of various methods tailored to the target audience's preferences and the specific goals of the real estate business. It's all about finding the right balance. And execution. Stop writing ideas down in the notepad app on your phone. Pick one and do it for a few weeks to see what happens. Adjust course if and when necessary until you unlock your secret code.



## Question 31.

# What comes first marketing or branding?

In [Question 13](#) we examined the difference between Marketing and Advertising and while doing so we touched on branding a little just to help you make the distinction. Being that this question was also one that was frequently asked I thought it important to cover as well. So to answer your question more directly, while branding and marketing are closely related, branding usually comes before marketing. The reason is because branding is your business's identity. Rather, the personification of what and who your business is, well, in business for.

This often includes things like a name, logo, colours, and messaging. But it goes much deeper than that. To see just how deep I can go here's [a great questionnaire](#) that will ask the questions you should be asking. It's crucial to establish a strong brand identity before starting to market a product or service, as the brand identity will inform the marketing strategy and help to communicate a consistent message to the target audience.

## REAL ESTATE MARKETING

At its core, branding is about defining who you are as a business, while marketing is about spreading the message of who you are and what you offer. So, in a way, branding is the foundation upon which marketing stands.

- A. Branding:** This is the process of defining your business's identity, values, and unique selling proposition. It's about understanding your target audience, what they value, and how your business can meet their needs in a way that no other business can. Branding is the soul of your business. It's what people feel when they think about your company. It's your company's personality, its values, its voice, and its visual identity (like logos, colors, and fonts).
  
- B. Marketing:** Once you have a solid brand in place, marketing comes into play. Marketing is the set of actions you take to promote your brand and products/services. It's about reaching out to your target audience, engaging them, and converting them into customers. Marketing strategies and tactics can vary widely, from digital advertising and content marketing to events and direct mail.

So, to answer your question directly: Branding comes first, followed by marketing. Think of it like building a house. Branding is laying the foundation and building the structure, while marketing is like the interior design and landscaping – it makes the house appealing to those who see and enter it.

A strong brand can make your marketing efforts more effective. When people already recognize and trust your brand, they're more likely to respond positively to your marketing messages. On the flip side, even the best marketing strategies can fall flat if they're not backed by a solid brand.

Conversely, marketing is the process of promoting a product or service to a target audience to generate sales or leads. Marketing strategies often incorporate the brand identity and messaging established during the branding process.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

In short, branding is the foundation of a marketing strategy, as it establishes the brand identity and messaging that will be used in all marketing efforts.



## Question 32.

# What is PR in marketing?

PR stands for Public Relations, a branch of marketing that focuses on building and maintaining positive relationships between an organization or individual and its target audience. More than that, Public Relations (PR) is about managing and shaping the public perception of an organization, individual, or brand. It's the art and science of creating and maintaining a positive image and a strong relationship with the audience, media, and other stakeholders.

There are several facets to PR and what it's composed of. Here's a closer look:

- **Storytelling:** At its heart, PR is about telling compelling stories. Whether it's the story of your brand, a new product launch, or addressing a crisis, PR professionals craft narratives that resonate with the audience and convey the desired message.
- **Media Relations:** A significant part of PR involves building and maintaining relationships with journalists, bloggers, and influencers. This can lead to media coverage, which can be incredibly valuable. Unlike advertising (where you pay for space

## REAL ESTATE MARKETING

or airtime), PR seeks earned media, where your story is deemed newsworthy and gets covered without direct payment.

- **Crisis Management:** When things go south (think product recalls, negative press, or social media backlash), PR steps in to manage the situation. This involves crafting the right messages, addressing concerns, and sometimes even rebuilding a tarnished reputation.
- **Events and Launches:** PR often plays a role in organizing events, press conferences, and product launches. These events aim to generate buzz and get media coverage.
- **Community Relations:** PR isn't just about the media. It's also about building relationships within the community, be it through sponsorships, partnerships, or community outreach programs.
- **Internal Communications:** PR also encompasses communication within an organization. Keeping employees informed and engaged can be just as crucial as external communication.

In the context of marketing, PR is like a strategic partner. While marketing focuses on promoting and selling products or services, PR focuses on maintaining a positive reputation and building strong relationships. The two often overlap and work hand-in-hand. For instance, a positive news story about a new product can boost marketing efforts, and a well-executed marketing campaign can enhance a brand's reputation.

In essence, while marketing might say, "Look at this amazing product," PR chimes in with, "Look at this amazing company and the wonderful things they're doing."

PR professionals use a variety of tactics to generate positive media coverage and publicity for their clients, such as press releases, media pitches, events, and influencer partnerships. PR aims to create a positive image and reputation for the brand, which can help increase brand awareness, credibility, and, ultimately, sales.

## **65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING**

PR is often used with other marketing strategies, such as advertising and content marketing, to create a comprehensive marketing plan that reaches the target audience through multiple channels. In this way, PR can be a powerful tool for building a strong brand and driving business success.



## Question 33.

# What does PPC stand for?

PPC stands for Pay-Per-Click, a type of online advertising model where advertisers pay a fee each time one of their ads is clicked. PPC is commonly used in search engine advertising, where advertisers bid on specific keywords related to their business, and their ads appear at the top of search engine results pages when someone searches for those keywords.

PPC ads can also be used on social media platforms and other websites. Advertisers can target specific demographics, interests, and behaviours to make certain their ads are shown to the most relevant audience.

PPC can be a highly effective marketing strategy for businesses looking to drive traffic to their website, generate leads, or increase sales. However, it requires careful management and optimization to ensure the best return on investment, as the cost per click can vary depending on the competition for the keywords and target audience.

Because you're paying for the action this type of advertising is highly dependent on a few key elements. First the buyer's intent. What is

## REAL ESTATE MARKETING

the person clicking getting when they click? What is on the other side of that link? The offer has to be pretty good for someone to pick you. The creative and messaging are also a critical part of PPC ad success. Clear and simple always wins. Finally, your audience and the platform.

One of the most popular forms of PPC is search engine advertising. Platforms like Google Ads or Bing Ads allow businesses to bid for ad placement in a search engine's sponsored links when someone searches for a keyword related to their business offering. For example, if you bid on the keyword "luxury real estate," your ad might show up at the top of the Google search results page when someone types in that phrase.

The issue with this, depending on the industry and your market, is that you essentially commoditize your service. This can very quickly become a game of "Who's willing to spend more to acquire a client?" and it's a tough game to play. Especially when there are sharks in your market. There are other options on other platforms that exist which rely more heavily on creative and messaging if you care to experiment in other areas. Platforms like Facebook, Instagram, and LinkedIn also offer PPC advertising opportunities. These platforms can target users based on demographics, interests, behaviors, and more.

Now, when I say experiment I mean in the literal scientific definition of it. Hypothesize, take action, observe, report, refine, repeat. But that begs the question, what is it that you should be observing? While, the "pay-per-click" name is quite literal, meaning you only pay when someone clicks on your ad – the term cost per click (CPC) is what it's costing you to garnish consideration from your audience.

The results of your efforts can vary based on how competitive your keywords are, who you're targeting, and what your creative and messaging looks like. For instance, keywords like "insurance" or "mortgage" might be more expensive than others because many businesses want to target them while longer phrases like "mortgage broker near me" or "affordable car insurance in [city]" might be less to target.

The times they are a changin'. Search based ads have gotten much more sophisticated in the last couple years because of how competitive it has become. It's not just about who is willing to pay the

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

most. Search engines have an ad auction system that considers the relevance and quality of the ad and the landing page it points to. So, even if you're willing to pay the most, if your ad isn't deemed high-quality, it might not get the top spot. This means that you're going to have to get really serious about your strategy.

One of the main benefits of PPC is its immediacy. Unlike organic search strategies (which can take months to show results), PPC campaigns can drive traffic, leads, and sales almost instantly once they're live. Plus, they're scalable and measurable. You can set a budget, see exactly where your money is going, and measure your return on investment.

On the flip side, PPC requires continuous optimization. Keyword trends change, competition varies, and ad fatigue can set in, meaning the same audience sees your ads too often and becomes less likely to click. It's essential to monitor and adjust your campaigns regularly.

In the fast-paced digital landscape, capturing attention quickly is paramount, and that's where compelling messaging and creative come into play. Your ad might be a potential customer's first interaction with your brand, and if it doesn't resonate or stand out, they'll likely move on without a second thought. Relevant messaging that aligns with search intent, combined with eye-catching visuals, not only garners attention but can also lead to better ad placements and lower costs on platforms like Google Ads.

A successful PPC ad doesn't just inform; it evokes emotion and prompts action. Great creative can establish an emotional connection, making ads more memorable and engaging. Coupled with a clear and compelling Call to Action (CTA), it guides viewers towards the desired outcome, whether that's making a purchase, signing up, or learning more. Consistency is also crucial; the messaging and design of the ad should seamlessly align with the landing page, ensuring a smooth user journey and reinforcing brand trust.

The digital world offers the unique advantage of testing and fast optimization. By continuously experimenting with different messages and visuals, brands can pinpoint what truly resonates with their audience. This iterative approach ensures that ads remain effective and relevant over time, maximizing return on investment. In essence, while

## **REAL ESTATE MARKETING**

technical aspects of PPC are vital, it's the human touch of messaging and creative that truly brings an ad to life and connects with audiences.

## Question 34.

# What are the 4 pillars of Real Estate cold calling?

This one was a tough nut to crack. There are so many frameworks out there that exist and as far as I can tell most of them are spinoffs of the same acronym just using unique synonyms. So here's how I'm going to approach this one. I will give you three sets of 4 pillars. 12 Pillars to be exact.

**LOMMBANT CAMP.** A combination of ideas becomes an oasis in the desert of cold calling. These combined pillars should become a foundation for your cold calling strategy. Use them to take action, stay accountable, and get the results you need to be successful in your endeavours.

Hopefully, the one you're looking for is in here somewhere:

Here's a breakdown to help you **manage your approach to cold calling.**

## REAL ESTATE MARKETING

### L – List:

**Purpose:** Building a comprehensive and targeted list is the foundation of any cold calling strategy.

**Action Steps:**

- a. Research potential leads based on your target demographic.
- b. Segment the list based on criteria like location, property type, or buying potential.
- c. Regularly update and clean the list to remove outdated information or unresponsive leads.

### O – Outreach:

**Purpose:** This is the actual act of reaching out to potential clients.

**Action Steps:**

- a. Develop a script or set of talking points tailored to your audience.
- b. Schedule calls during optimal times when leads are more likely to be available.
- c. Use a mix of communication methods, if possible, such as phone calls, emails, or even text messages.

### M – Metrics:

**Purpose:** Tracking and analyzing performance metrics will help you understand the effectiveness of your cold calling efforts.

**Action Steps:**

- a. Monitor key metrics like call-to-meeting conversion rate, response rate, and lead quality.
- b. Use tools or software to automate tracking and generate reports.
- c. Regularly review and adjust your strategy based on metric insights.

### M – Management:

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

**Purpose:** Efficiently managing your leads and the cold calling process ensures consistency and maximizes results.

**Action Steps:**

- a. Use a Customer Relationship Management (CRM) system to organize and manage lead information.
- b. Schedule regular follow-ups for leads that showed interest but didn't convert immediately.
- c. Continuously train and update your skills, and stay informed about industry trends and changes.

With L.O.M.M. as your guiding acronym, you'll have a structured approach to cold calling that covers all essential aspects, from initial list creation to managing leads and analyzing results.

Here's a breakdown to help you **qualify a potential buyer**.

### **B – Budget:**

**Purpose:** Determining a buyer's financial capacity ensures that you're showing properties within their price range.

**Action Steps:**

- a. Ask open-ended questions to understand their financial comfort zone.
- b. Inquire about their pre-approval status or if they've spoken with a lender.
- c. Use this information to tailor property suggestions and avoid wasting time on unsuitable options.

### **A – Authority:**

**Purpose:** It's essential to know if the person you're speaking with has the decision-making power or if there are other stakeholders involved.

**Action Steps:**

- a. Ask if they're the sole decision-maker in the property purchase.
- b. If not, understand who else is involved and their roles in the decision process.

## REAL ESTATE MARKETING

- c. Consider setting up meetings with all decision-makers to ensure everyone's needs and concerns are addressed.

### N – Need:

**Purpose:** Understanding the buyer's specific needs and desires helps tailor your property suggestions.

#### **Action Steps:**

- a. Inquire about must-have features, preferred neighborhoods, and deal-breakers.
- b. Understand their reasons for moving, such as upsizing, downsizing, relocating, etc.
- c. Continuously refine property suggestions based on feedback from showings.

### T – Timeline:

**Purpose:** Knowing the buyer's timeline helps prioritize efforts and manage expectations.

#### **Action Steps:**

- a. Ask when they're looking to move or close on a property.
- b. Understand any external factors influencing their timeline, like job relocations or school start dates.
- c. Use this information to guide the urgency of property showings and negotiations.

With B.A.N.T. as your guiding acronym for prequalifying buyers, you'll have a comprehensive approach that ensures you understand each buyer's unique situation and can provide the best service possible.

**For prequalifying a seller,** we can use the acronym **C.A.M.P.** Here's a breakdown for each pillar:

### C – Condition of the Home:

**Purpose:** Assessing the current state of the property helps in setting realistic expectations and planning potential improvements.

**Action Steps:**

- a. Conduct a walkthrough to evaluate the home's condition.
- b. Identify areas that might need repairs or upgrades.
- c. Discuss with the seller any recent renovations or improvements they've made.

**A – The Seller's Agenda:**

**Purpose:** Understanding the seller's desired timeframe aids in strategizing the listing and marketing approach.

**Action Steps:**

- a. Inquire about any deadlines the seller might have, such as relocating for a job.
- b. Understand if they're looking for a quick sale or if they have the flexibility to wait for the best offer.
- c. Align marketing efforts based on the desired timeline.

**M – Motivation:**

**Purpose:** Grasping the reasons behind the sale provides insights into the seller's priorities and potential flexibility.

**Action Steps:**

- a. Discuss the primary reasons for selling, be it upsizing, downsizing, relocating, or other factors.
- b. Understand any emotional attachments to the property, which can influence negotiations.
- c. Use this information to tailor your approach and address the seller's concerns.

**P – Price:**

**Purpose:** Setting a realistic price point is crucial for attracting potential buyers and ensuring a timely sale.

**Action Steps:**

- a. Conduct a comparative market analysis to determine a competitive listing price.

## REAL ESTATE MARKETING

- b. Discuss the seller's expectations and how they align with the current market.
- c. Regularly review and adjust the listing price based on market feedback and property showings.

With **C.A.M.P.** as your guiding acronym for prequalifying sellers, you'll have a structured approach that ensures a thorough understanding of the seller's situation, allowing you to provide optimal service and guidance throughout the selling process.

### **Question 35.**

**If you combined the knowledge shared by Tom Ferry, Mike Ferry, Kevin Ward, and Grant Cardone, what would be the most effective strategy for realtors to establish their brand, get leads, and close more deals FAST?**

## REAL ESTATE MARKETING

Ok, I'll be honest here... This isn't a question anyone has ever asked Google. But now that you've read it, isn't it a question you want to know the answer to?

Combining the knowledge and strategies of Tom Ferry, Kevin Ward, Mike Ferry, and Grant Cardone would result in a powerful approach to real estate success. Let's craft a strategy based on their collective wisdom:

### 1. Personal Branding & Mindset (Tom Ferry & Grant Cardone):

- **Mindset:** Both Ferry and Cardone emphasize the importance of a growth based mindset. So before you get to work, get your head in the game. Believe in your potential, set big goals, and commit to continuous learning.
- **Visibility:** Put yourself out there. Few are brave enough to do it. There's not a lot of competition amongst the ones who are so you'll already be ahead. Make videos for social media platforms to showcase your expertise and personality. Regularly post about stuff that will ACTUALLY help your ideal client. Then, sprinkle in calls-to-action disguised as soft brags, market updates, home tours, and client testimonials.
- **Value Proposition:** Define what sets you apart from other realtors and then don't talk about anything else. Whether it's your unparalleled market knowledge, negotiation skills, or dedication to clients, make sure it's clear in all your branding materials.

### 2. Mastery of Sales & Communication (Kevin Ward & Grant Cardone):

- **Scripts:** Kevin Ward is a proponent of knowing your scripts but making them sound natural. Master the art of conversation in real estate, from cold calling to handling objections. In fact, go back to [Question 4](#) every week for an hour and practice it until you have it memorized.
- **10X Rule:** Cardone's philosophy is about taking massive action. Don't just meet your goals; aim to exceed them

tenfold. This means more calls, more showings, and more hustle. Basically, whatever you thought you should do, multiply it by 10 and aim for that.

### 3. Systematic Approach (Mike Ferry & Tom Ferry):

- **Daily Schedule:** Mike Ferry emphasizes a structured daily schedule. Dedicate specific blocks of time for prospecting, follow-ups, and personal development. It's surprisingly difficult to be consistent with something. People think great is something so far out of their reach when the reality is, great is only doing simple things consistently, for as long as it takes to reach a goal.
- **Database Management:** We ALL think our memory is amazing. I hate to break it to you but, it's not. It's terrible in fact. It's not your fault though. How are you supposed to memorize your exact watch time ration, click through rate, and lead opt-in percentages calculated across several pieces of content over a few months. Write it down. Use a CRM system to manage your leads, track interactions, and schedule follow-ups. A well-maintained database can be a goldmine for referrals and repeat business.

### 4. Value-Driven Marketing (Kevin Ward & Tom Ferry):

- **Educate:** Please don't be a boring lecturer though. Instead Edutain. Offer free workshops or webinars for potential sellers on topics that they're actually interested in learning about. You can start with things like staging a home, the selling process, or market trends. Bring in guests, make it interactive, create experiences and you'll always be top of mind.
- **Network:** Attend community events, join local business groups, and collaborate with complementary businesses (like interior designers or contractors) to expand your reach. As the old saying goes, something, something who you know. Right?

### 5. High-Quality Client Acquisition (All Four Experts):

## REAL ESTATE MARKETING

- **Prequalify:** Tie is a valuable asset. Before investing too much of it in one place, ensure potential clients are serious and a good fit for your services. Good questions go a long way. Test out a few and hone in on what gets you there quickly. Even if it seems short. You're not convincing people to work with you. You're searching for the ones who want to.
- **Referrals:** Remember that bit on experience? Same goes here. Deliver exceptional service so that your clients become your biggest advocates. Every once in a while it doesn't hurt to encourage referrals by offering incentives or simply by staying top-of-mind through regular check-ins.
- **Targeted Marketing:** Use online advertising platforms to target specific demographics, neighborhoods, or property types that align with your ideal client profile. Let your brand help you define who this is.

### 6. Continuous Learning & Adaptation (All Four Experts):

- **Training:** Regularly attend workshops, webinars, and courses to stay updated on industry trends and best practices.
- **Feedback:** After each deal, ask for feedback. Understand what you did well and where you can improve.
- **Adapt:** The real estate market is ever-evolving. Stay flexible and be willing to adjust your strategies based on market conditions and feedback.

Combining the wisdom of these experts would lead to a strategy that emphasizes personal branding, systematic work, mastery of sales techniques, value-driven marketing, and continuous learning. Implementing this holistic approach will undoubtedly position you as a top realtor in your market, attracting and serving the highest quality clients.

**65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING**

## Question 36.

# What do people want most in a Real Estate agent?

Understanding what people want in a real estate agent will block your own secret key to success. Knowing what you bring to the table helps you effortlessly meet the expectations of your clients. When you know what they're looking for, you can tailor your services to fit those needs. It's a bit like customizing a gift for a close friend; it just feels more personal and thoughtful.

Building trust is another biggie. The real estate journey is a personal one, and when clients see that you truly get their needs, they're more likely to trust you with this big step in their lives. Plus, the real estate world is pretty competitive. By tuning into what folks want, you not only stand out from the crowd but also set yourself up for glowing referrals.

After all, happy clients love to share their good experiences. And lastly, having insights into what your clients want from you isn't just about pleasing them; it's also a roadmap for your own growth. By aligning with

these desires, you're setting yourself up to be the best agent you can be. So what is it that people seem to gravitate towards?

- A. Trustworthiness:** People want to know they can trust their agent. Buying or selling a home is a big deal, and they want someone honest by their side. To boost that feeling of trust, always be transparent with your clients. If there are potential issues with a property or if a deal might not be in their best interest, let them know. Also, keep your promises. If you say you'll call at 2 PM, make sure you do. Little things matter.
- B. Knowledge:** They want an agent who knows the local market inside and out. This means understanding prices, neighborhoods, and even the little details like where the best coffee shops are. Stay updated with the local market trends. Attend community meetings, join local real estate groups, and maybe even start a blog or social media page where you share insights about the local market. Regularly visiting properties in different neighborhoods can also give you firsthand knowledge.
- C. Good Communication:** Nobody likes to be left in the dark. A great agent keeps in touch, answers questions, and makes sure their client knows what's going on. Set up regular check-ins with your clients, even if there's no new update. Use tools like email, messaging apps, or even old-school phone calls. Always be clear and concise in your communication, and make sure to actively listen to your clients' concerns.
- D. Hard Work:** People want someone who's going to hustle for them, whether that's hunting down the perfect house or getting the best price for their home. Show your dedication by going the extra mile. For sellers, this might mean staging their home or hosting open houses. For buyers, it could be scouting homes that aren't even on the market yet.
- E. Patience:** Sometimes, finding or selling a home takes time. A patient agent understands this and doesn't rush their clients. Remember that for many, buying or selling a home is a huge life decision. Be understanding if they need more time to think or if they have a change of heart. Patience is a practice and takes

## REAL ESTATE MARKETING

time to get good at so if you're not a natural already perhaps you can spend some time with this one.

- F. Good Vibes:** Try not to be a stiff. People want to feel comfortable with their agent. It's like finding a new friend who's got your back. Be genuine and show your personality. Share a bit about your life, hobbies, or fun facts. Building a personal connection can make the whole process more enjoyable.
- G. Experience:** Clients want to work with agents who have spent some time in the local market and truly understand the Real Estate buying and selling process. Consider taking advanced real estate courses or getting additional certifications. Attend seminars and workshops to keep your skills sharp. Start a spreadsheet and start researching your market. Always be learning!
- H. Professionalism and Integrity:** Clients want straightforward, honest, and ethical agents in their business dealings. Always be punctual, dress appropriately, and maintain a positive attitude. Uphold ethical standards, even when no one is watching.
- I. Negotiation Skills:** Clients want agents who are skilled negotiators and can help them get the best deal possible. Consider taking a negotiation class or workshop. Practice your skills regularly, and always be prepared with data and facts to back up your points during negotiations.
- J. Understanding and Empathy:** Clients want agents who understand their needs and preferences and can empathize with their situation. Spend time getting to know your clients. Ask about their dreams, fears, and what they're looking for in a home. This will help you tailor your approach to each individual.
- K. Availability:** Clients want agents who are available when they need them and can accommodate their busy schedules. Use scheduling tools or apps to keep track of appointments. Make sure to set clear boundaries but also offer some flexibility. If you can't be available, ensure you have a reliable assistant or team member who can step in.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Knowing what clients want in a real estate agent is your golden ticket to success. Think of it like this: when you know what someone wants for their birthday, you can give them the perfect gift. The surprise is even more exciting for them if they didn't ask you for the gift. That's how you should approach your clients. By understanding their needs, you can offer them a tailored, personal experience.

Trust is huge. If clients feel like you've got their back, they'll not only stick with you but also tell their friends about how awesome you are. And in a competitive world like real estate, standing out is key. Be honest, keep your promises, and be there when they need you. Know your local market like the back of your hand, and always be ready to share cool tidbits, like where the best coffee spot is.

Communication is king. Keep your clients in the loop, even if it's just a quick hello. And remember, buying or selling a home is a big deal, so be patient and understanding. Show your personality, make them feel at ease, and always be learning and growing in your field. Whether it's taking a new course, attending workshops, or just being a good listener, every little bit helps in making you the best agent for the job.



## Question 37.

# What is the best time to make Real Estate calls?

This question is a tough one to answer. Namely because of the vague and arbitrary nature of it. Doing my best to distill this into a useful answer I believe there are two schools of thought when it comes to making calls. Especially ones that involve sales or lead generation.

On one hand you have some that believe there are specific rules that you should follow to avoid becoming a sleazy salesperson. On the other are the people who think it's a good idea to stand out from the crowd by breaking said rules. Which side of the fence you decide to stand is up to you. Here are some considerations you may want to take into account:

- A. Weekdays:** Tuesday through Thursday are typically the best days. Mondays can be hectic as people are just getting into the swing of their workweek, and by Friday, many are winding down and looking forward to the weekend.
- B. Weekends:** Be cautious. While some agents have success on Saturday mornings, many people value their weekends as

## REAL ESTATE MARKETING

personal time. If you do call on weekends, aim for mid-morning, around 10 AM to 12 PM.

- C. Time of Day:** Late morning to early afternoon, around 10 AM to 2 PM, is a sweet spot. People have usually settled into their day but aren't yet in the end-of-day rush.
- D. Avoid Lunchtime:** Between 12 PM to 1 PM can be hit or miss since many people take lunch breaks.
- E. Evenings:** If you're targeting residential clients, consider calling between 6 PM to 8 PM. By this time, most people are home from work but haven't settled into bedtime routines.
- F. Local Insights:** Always consider the local culture and habits. For instance, in some areas, it might be common for people to take a mid-afternoon siesta, so you'd want to avoid calling during that time.

It's important that you always track your own results. Over time, you'll find the optimal calling times for your specific market and clientele. It's not just about when you call, but how you approach the conversation that truly matters. Understanding the best times to make real estate sales calls is a game-changer for any realtor.

When you reach out at the right moments, you're more likely to catch potential clients when they're open to chatting. This not only means you'll have more fruitful conversations, but you'll also use your time more efficiently. When you keep track of your efforts, instead of feeling like you're constantly hitting walls, you'll find yourself having meaningful interactions.

Plus, by showing you're considerate of people's schedules, you subtly build trust and respect. It's these little details that can set you apart in a competitive market. It's not just about the timing; it's about the quality of your interactions. By combining smart timing with genuine, tailored service, you position yourself as a top-notch realtor who's in tune with clients' needs. Here's a simple way to approach measuring your efforts:

### 1. Track Key Metrics:

Start by noting down essential data for each call:

- a. **Number of Calls Made:** This gives you a baseline to measure other metrics against.
- b. **Number of Successful Conversations:** How many times did you actually get to discuss real estate matters?
- c. **Leads Generated:** How many of these conversations led to potential business opportunities?
- d. **Appointments Set:** How many resulted in face-to-face meetings or property viewings?
- e. **Deals Closed:** This might not be immediate but is crucial to track in the long run.

**2. Time Analysis:**

Record the times you're making these calls and compare them to the success rate. This will help you pinpoint the most productive hours and days.

**3. Feedback Collection:**

Whenever possible, ask for feedback. If someone wasn't interested, was it the timing of the call, the property you were offering, or something else?

**4. Conversion Rate:**

This is a key metric. Divide the number of leads or appointments by the total number of calls. This gives you a percentage rate of how effective your calls are.

**5. Continuous Review:**

Set aside time, maybe once a month, to review these metrics. Look for patterns, areas of success, and areas needing improvement.

**6. Test and Refine:**

## REAL ESTATE MARKETING

Based on your findings, make changes. For instance, if you find Tuesday afternoons yield the best results, increase your call volume during that time. If a particular script or approach is working wonders, use it more!

In essence, the goal is to turn your calling process into a feedback loop. By consistently measuring and adjusting based on results, you'll optimize your efforts, making your calls more effective and efficient. Over time, this data-driven approach will not only boost your confidence but also significantly improve your success rate.

Remember the other hand? What can you do to stand out? Coloring outside the lines can be a fantastic way to differentiate yourself from the competition, especially in a field as competitive as real estate!

Here are some unconventional approaches you might want to try:

### 1. **Video Calls:**

Instead of a traditional phone call, how about a quick video call? While platforms like Zoom or FaceTime can make this easy some others have built in video calling like Facebook and Instagram. It adds a personal touch and allows for a more genuine connection.

### 2. **Personalized Video Messages:**

Send a short video message introducing yourself and explaining why you're reaching out. It's more engaging than a voicemail and showcases your effort.

### 3. **Handwritten Notes:**

We might be breaking away from the calling part here but just to be thorough try writing a "Letter." In the digital age, a handwritten note can be a delightful surprise. If you've called a few times and haven't connected, drop a note saying you'd love to chat.

### 4. **Social Media Engagement:**

Before making a call, engage with potential clients on platforms like Instagram or LinkedIn. Like a post, leave a thoughtful comment, or share their content. It can serve as a soft introduction or gentle reminder that you exist.

**5. Host Virtual Events:**

Organize webinars or virtual tours of properties. Invite potential clients to these events before making a direct sales call. Become the watercooler by which people gather for important real estate related matters.

**6. Celebrate Unique Occasions:**

Instead of the usual holiday greetings, how about celebrating unique days like "National Homeowners Day" or "National Coffee Day" with a fun message or call?

**7. Gamify the Process:**

Run a contest where every call gives the client an entry into a draw. It could be for a gift card, a home decor item, or a consultation with an interior designer.

**8. Collaborative Approach:**

Instead of directly selling, ask for their opinion on a property, market trend, or even your new business card design. People love to share their thoughts, and it can be a great icebreaker.

**9. Share Valuable Content:**

Before diving into sales, share a useful article, infographic, or market analysis. It positions you as a valuable resource.

**10. Unexpected Call Times:**

While it's essential to respect boundaries, occasionally calling at unconventional times (like a Sunday morning) might catch

## REAL ESTATE MARKETING

someone when they're free and relaxed. Just make sure you make it worth their time.

The key is authenticity. Whatever approach you choose, ensure it aligns with your personality and brand. It's about building genuine relationships, not just making a sale. And always be ready to adapt based on feedback. Some unconventional methods might resonate wonderfully with your audience, while others might need tweaking. Have fun with it and let your unique flair shine!

## Question 38.

# How to spend \$1,000 on marketing?

Before I dive into the whole marketing budget thing I want to paint a picture for you. When establishing your budget you're going to face a challenging decision.

Your marketing can be:

1. **Fast**
2. **Cheap**
3. **Easy**

The tricky part is that you can only pick two of these options. If you want something Fast and Easy it won't be cheap. If you want it Cheap and Fast it won't be easy. And you guessed it, If you want things Easy & Cheap it won't be fast.

## REAL ESTATE MARKETING

Alright, now that that's out of the way! So, you've got \$1,000 to spend on marketing for real estate. Let's make that money work hard for you!

Here's a simple plan you can follow:

### 1. **Research and Planning – \$100**

Spend a little time understanding your target audience. Who are they? What do they like? Where do they hang out online? This will help you make smarter choices with the rest of your money.

### 2. **Social Media Ads – \$400**

Facebook and Instagram are great places to start. With \$400, you can create targeted ads that show off your properties. Use bright, clear photos and catchy captions. Remember, a picture is worth a thousand words!

### 3. **Local Online Listings – \$200**

Websites like Zillow, Trulia, and Realtor.com let you list properties. Some charge a fee, but they're worth it because lots of people use these sites when house hunting.

### 4. **Host an Event – \$200**

Host a fun open house or intimate event for the community you serve! Use \$100 for snacks and drinks. The other \$100 can go towards things like balloons and signs to grab attention. Hosting events will show people who you are as a person and can create several relationship building opportunities.

### 5. **Email Campaign – \$50**

If you have a list of potential buyers or past clients, send them an email. Let them know about new listings or give them tips on home buying. It's a friendly way to stay in their minds.

### 6. **Flyers and Brochures – \$50**

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Print some eye-catching flyers or brochures about your properties. Hand them out in busy areas or put them in mailboxes. It's an old-school method, but it still works!

And there you have it! A simple plan to spend your \$1,000 on marketing. It's not just about spending money, but spending it smartly. Now, you can take this strategy and put it into action and see what happens or, if you prefer to have more control over the matter and test out some of your own intuition. Although we covered most of this in [Question 5](#) here's how you can create a strategy of your own:

### 1. Define Your Goal:

Before anything else, you need to know what you're aiming for. Do you want to increase property views, get more leads, or perhaps boost sales? Your goal will shape your entire strategy.

### 2. Know Your Audience:

Who are you trying to reach? First-time homebuyers? Luxury property investors? Families looking for bigger homes? Understanding your audience helps tailor your message and choose the right platforms.

### 3. Budget Allocation:

Determine how much you want to spend overall. Then, break it down based on where you think you'll get the most bang for your buck. This is where research comes in. Look at where your audience spends their time and what methods have worked in the past.

### 4. Mix Things Up:

In today's world, it's essential to have a blend of both. Digital methods, like social media ads, reach a vast audience quickly. Traditional methods, like open houses or flyers, offer a personal touch.

### 5. Track and Adjust:

## REAL ESTATE MARKETING

Once you start your campaign, keep an eye on what's working and what's not. Maybe those social media ads aren't getting the clicks, or perhaps the open house was a massive success. Use this info to adjust your strategy and budget allocation.

### **6. Stay Updated:**

The world of marketing is always changing. New platforms emerge, and audience behaviors shift. Regularly check in on the latest trends and be ready to adapt.

### **7. Engage and Connect:**

Marketing isn't just about selling. It's about building relationships. Engage with your audience, reply to their comments, host Q&A sessions, or even share behind-the-scenes looks. It makes your brand more relatable and trustworthy.

### **8. Consistency is Key:**

Whether it's the look of your ads, the tone of your content, or the frequency of your posts, be consistent. It helps in building a recognizable and reliable brand image.

By understanding these principles, you can craft a strategy tailored to your needs and audience. As I've mentioned a few times already, there's no one-size-fits-all solution to marketing. It's all about testing, learning, and adapting. Make a guess (educated one if at all possible) and then see if you were right. Avoid looking for a specific outcome, rather, become a student of your efforts. Write down what you do, measure it, and adjust when and where you need to.

## Question 39.

# How to sound like a Real Estate agent?

First, I just want to make a distinction between sounding like someone and actually being that someone. Above all else you're going to want to avoid triggering imposter syndrome by putting on an act to make people believe you are who you say you are. You can avoid all that by staying true to yourself and maintaining an authentic version of yourself throughout all of your interactions. If you're new to being a real estate agent and you just want to gain some confidence in how you communicate with prospects and clients go back up to [Question 4](#) and get that script memorized.

You see, sounding like a real estate agent is more than just adopting a certain way of speaking; it's about establishing credibility and trust. In the world of real estate, where significant financial decisions are made, trust is paramount. Sure, when you sound knowledgeable and confident, like a seasoned real estate agent, clients and potential buyers or sellers are more likely to believe in your expertise. This trust can make

## REAL ESTATE MARKETING

the difference between closing a deal and losing one. But rather than “sounding” like one, why can’t you just be one?

You’re right in thinking that the real estate industry has its own set of norms, expectations, and professional standards. Understanding the lingo can help you align yourself with these standards, making interactions smoother and more productive but that’s not the only element. You have to back up your words with actions and that only happens if you are in fact the person you are trying to sound like. It also helps to be able to effectively communicate intricate details about properties, market trends, and negotiations and the only way you get that stuff is by actually doing the things a real estate agent does.

In essence, sounding like a real estate agent isn’t just about fitting in; it’s about exuding professionalism, building relationships, taking action, and guiding clients through one of the most significant decisions of their lives with confidence and clarity. Real estate agents have a unique way of speaking that combines professionalism with a personal touch. Here are some areas you can focus on to be more authentic and truly embody the work you’re dedicated to doing:

### **1. Know Your Stuff:**

Real estate agents are knowledgeable about properties, neighborhoods, market trends, and more. Use specific details when discussing properties or areas. For example, instead of saying “It’s a nice house,” say “It’s a 3-bedroom colonial with a renovated kitchen.”

### **2. Be Confident:**

Agents exude confidence. They’re sure of their knowledge and skills. Avoid using uncertain terms like “I think” or “maybe.” Instead, be definitive: “This property is in a top-rated school district.”

### **3. Stay Positive:**

Even when delivering not-so-great news, agents maintain a positive spin. Instead of “The house is small,” try “It’s a cozy space, perfect for a couple.”

**4. Use Descriptive Language:**

Paint a picture with your words. "The living room boasts floor-to-ceiling windows that flood the space with natural light."

**5. Be Personable:**

Real estate is as much about relationships as it is about properties. Use a warm and friendly tone. Ask about their needs and listen actively.

**6. Avoid Jargon:**

While it's essential to know real estate terms, remember not everyone does. Instead of saying "The ROI on this property is great," explain "This property can give you a good return on your investment."

**7. Be Professional:**

Always be respectful, punctual, and dressed appropriately. Your demeanor and appearance should reflect reliability.

**8. Highlight Emotional Benefits:**

Instead of just listing features or benefits go a little deeper. Connect them to a feeling. "This home is near the metro station, which means a shorter commute and more family time."

**9. Stay Updated:**

The real estate market is ever-changing. Mention recent trends or news to show you're in the loop. "There's been a surge in demand in this neighborhood recently."

**10. Close Strongly:**

Whether you're wrapping up a property tour or a phone call, end on a strong note. "I believe this property fits your needs perfectly. Let's discuss the next steps."

## **REAL ESTATE MARKETING**

By incorporating these tips into your communication, you'll not only sound like a real estate agent but also build trust and rapport with your audience.

## Question 40.

# Can a quiet person be a Real Estate agent?

This is an easy one. Absolutely! Being a real estate agent isn't solely about being outgoing or talkative. While communication is a key aspect of the job, there are many qualities and skills that can make a quiet person successful in real estate.

- **Listening Skills:** Quiet individuals often excel at listening, which is invaluable in real estate. Understanding clients' needs, concerns, and desires is crucial, and being a good listener can give you an edge in meeting those needs.
- **Attention to Detail:** Many quiet people are observant and detail-oriented. This can be a significant advantage when evaluating properties, understanding market trends, or handling paperwork.
- **Building Deep Connections:** While they might not be the life of the party, quiet individuals often excel at forming deep,

## REAL ESTATE MARKETING

meaningful relationships. In real estate, building trust and rapport with clients is essential, and these deeper connections can lead to long-term client relationships and referrals.

- **Thoughtful Communication:** Being quiet often means being thoughtful in communication. This can be beneficial when negotiating deals, addressing concerns, or explaining complex topics to clients.
- **Different Approaches:** Real estate marketing and client interactions don't always have to be face-to-face. Many agents find success through online marketing, email communication, and other methods that might be more comfortable for someone who's quieter.
- **Continuous Learning:** The real estate industry is always evolving. Quiet individuals who dedicate time to continuous learning and staying updated on market trends can offer valuable insights to their clients.

Every individual brings a unique set of strengths to the table. The key is to recognize and leverage those strengths. Many quiet individuals have thrived in real estate by playing to their strengths and finding their own style of client interaction. So, if you're considering a career in real estate, don't let being quiet hold you back. There's room for all kinds of personalities in this diverse and dynamic field! Perhaps you're asking the wrong question though...

What about you makes you uniquely qualified to be a real estate agent being that you are a quiet person? Or what can a quiet person do to be a great real estate agent? Becoming a real estate agent can be a transformative experience for a quiet person, both emotionally and personally. Engaging with a diverse range of clients and situations can significantly boost a quiet individual's self-confidence. So long as you don't fall into the trap of overthinking.

Although you may not see it at first, every successful deal and satisfied client adds to a sense of accomplishment and purpose. While you might be more reserved, your innate listening skills often shine in this profession, leading to deeper, more meaningful connections with clients. Moreover, the autonomy that comes with being a real estate agent allows

you to work in ways that resonate with your strengths. All that to say, you can do things your way.

Navigating the challenges of the real estate world builds resilience, which will provide evidence for you to see how good you actually are at handling obstacles and growing from them. The real estate space provides ample opportunities for you to discover things you didn't know of yourself, harness your strengths, and find joy in guiding others towards their dream homes. If you want to double down on your strengths as a quiet person here are some suggestions:

1. **Deep Listening:** One of the most significant strengths of a quiet person is the ability to listen deeply. Use this to your advantage. When clients speak, give them your full attention. This will allow you to understand their needs, concerns, and desires more profoundly, enabling you to find properties or solutions that align perfectly with their requirements. To get even better at this skill here's what you can do:
  - a. **Practice Active Listening:** This means fully concentrating, understanding, and responding to what the other person is saying. Nodding, maintaining eye contact, and repeating back what you've heard are good techniques.
  - b. **Avoid Interrupting:** Give clients the space to express themselves fully before you respond.
  
2. **Thoughtful Communication:** As a quiet person, you likely choose your words carefully. This can be an asset in negotiations or when explaining complex topics. Your clients will appreciate clear, concise, and thoughtful communication, which can build trust. If you want to improve your communication skills you can:
  - a. **Write Before Speaking:** If you have an important point to make or a complex topic to discuss, jot down your thoughts first. This helps in organizing your ideas.
  - b. **Seek Feedback:** After discussions, ask clients if they understood or if they have any questions. This ensures clarity.

## REAL ESTATE MARKETING

- 3. Building Deep Relationships:** Instead of focusing on a high volume of clients, consider building deeper relationships with a select group. This can lead to long-term loyalty, repeat business, and referrals. Remember, a deeply satisfied client can be a lifelong advocate for your services. Here's a couple things you can do to work on building deeper relationships with people:

  - a. **Regular Check-ins:** Even if you're not currently working on a deal, drop a message or make a call to see how they're doing.
  - b. **Remember Important Dates:** Birthdays, anniversaries, or the date they moved into their new home. A simple greeting can go a long way.
  
- 4. Research and Preparation:** Quiet individuals often excel at research and introspection. Spend time understanding market trends, property details, and neighborhood specifics. Being well-prepared will boost your confidence and position you as an expert in your clients' eyes. To get even better at researching and preparation here's what you can do:

  - a. **Use Technology:** Tools like CRM systems can help you keep track of client preferences, market trends, and more.
  - b. **Attend Webinars:** Regularly participate in webinars or workshops related to real estate trends and market analysis.
  
- 5. Leverage Technology:** On that note, use online platforms to your advantage. Virtual tours, email campaigns, and social media can be excellent tools for someone who prefers more time to think before communicating. They allow you to present properties and interact with clients on a platform that might feel more comfortable for you. Here's a couple things you can do to stay ahead of the technological curve:

  - a. **Stay Updated:** The tech world is always evolving. Keep an eye out for new tools or platforms that can enhance your real estate business.



## REAL ESTATE MARKETING

- a. **Personalized Campaigns:** Use marketing tools that allow segmentation. This way, you can send tailored messages to different client groups.
- b. **Engage on Social Media:** Share insightful articles, property photos, or market trends. Engage with comments and messages to build an online community.

Improvement in any area requires dedication, practice, and a willingness to learn from both successes and failures. By focusing on these areas and actively seeking growth, you'll not only enhance your skills but also offer unparalleled value to your clients. The journey of improvement is continuous, and every step you take makes you a better real estate agent.

It's also important to realize that being quiet doesn't mean being passive. By actively harnessing your strengths and continuously seeking ways to serve your clients better, you can carve out a unique and successful niche for yourself in the real estate world. Your quiet strengths can be your superpowers in building trust, understanding, and long-lasting relationships in the industry.

## Question 41.

# How to WOW! Real Estate clients?

In Real Estate, where significant financial and emotional decisions are made, creating a "wow" experience can set you apart from the competition and leave a lasting impression on clients and prospects. Real estate transactions involve substantial investments. When clients feel they've received exceptional service or a unique experience, it fosters trust. This trust can lead to positive word-of-mouth, enhancing your reputation in the community.

Buying or selling a home isn't just a financial decision; it's deeply personal. By "wowing" clients, you're not just offering a service; you're creating an emotional connection. Creating a connection is important because this bond can lead to long-term relationships, repeat business and an abundance of referrals. The real estate industry is fiercely competitive. Offering a memorable experience can differentiate you from other agents. It's not just about closing a deal but making the entire process smooth, enjoyable, and memorable for the client.

## REAL ESTATE MARKETING

Happy clients are the best advertisers. When you "wow" them, they're more likely to share their experience. Something you may or may not be aware of already is the game of status that is always in play. As an example here is a quote from a meme that is painfully accurate: "People don't ask what you do because they're curious what you do. They ask to determine the amount of respect to give you." Status is important to people even if they don't care to admit it. Pay attention to it now that I've pointed it out. You'll be surprised how often it shapes our interactions.

Human social interactions can be compared to a marketplace. And each person in the market has something of value. That value can be broken down into various forms of currency. For some the currency is physical, manifesting in things like cars, clothes, or accessories to display one's level of importance. For others it could be acts of kindness or signaling of virtue that equates to an exchange of value. The goal of the market place is simple. The person with the highest status gets the most in life. This is an unconventional deviation from the question and a dramatic oversimplification of human nature but a necessary metaphor to communicate this next idea.

Believe it or not, being treated well is also a currency and can be used as a symbol of status. So, in a social setting, when someone has had an incredibly remarkable experience doing something, they'll share it with their friends to show them how important they are. Whenever someone has a chance to highlight their own sense of importance they will capitalize on it, and you can hack this process and grow your business. By becoming the source of the experience that made someone feel high status you position yourself as a fountain of importance that others can tap into.

These personal recommendations can be more effective than any marketing campaign. Consistently delivering exceptional experiences builds a loyal client base. Over time, this loyalty can translate into steady business growth, even in fluctuating market conditions.

While properties, prices, and market trends are crucial, the human aspect of real estate can't be overlooked. "Wowing" clients is about recognizing and addressing this human element, ensuring that clients feel valued, understood, and cared for. It's this personal touch, combined with professional expertise, that can truly set an agent apart in the industry.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

Here are some simple suggestions for wowing Real Estate clients:

- 1. Create a warm and welcoming environment:** When meeting with clients, create a warm and welcoming environment that makes them feel comfortable and valued. Consider offering them a beverage or snack and making small talk to build rapport.
- 2. Pay attention to details:** Pay attention to every detail when working with clients. This includes responding promptly to messages, keeping them updated throughout the buying/selling process, and remembering important details about their needs and preferences.
- 3. Exceed expectations:** Go above and beyond for your clients by providing exceptional service and exceeding their expectations. For example, if a client mentions they're looking for a specific type of home, send them listings that match their criteria even if they haven't hired you yet.
- 4. Personalize the experience:** Consider sending personalized gifts or cards to show your gratitude or hosting events for your clients to show your appreciation.
- 5. Be positive and enthusiastic:** Adopting an exuberant presence will make your clients feel important. Being positive and enthusiastic can make the buying/selling process more enjoyable for everyone involved and help you build stronger relationships with your clients.
- 6. Be responsive:** Respond to your clients' calls, texts, and emails immediately. Make sure you're available to answer their questions and concerns and keep them updated on the progress of their transaction.
- 7. SHOW your expertise:** Don't get caught telling people how good you are. Demonstrate your knowledge of the local Real Estate market, the buying and selling process, and any relevant laws and regulations when it's a natural part of a conversation. Otherwise, spend your time building relationships with the right people.

- 8. Be honest and transparent:** Be upfront with your clients about any issues or challenges during the transaction. Provide them with realistic expectations and keep them informed throughout the process.

Becoming a remarkable agent by definition means creating an experience worth talking about. Many industries excel at "wowing" their customers, and there's a lot to learn from their strategies. Let's explore a few:

- 1. Hospitality and Hotels:**

The Ritz–Carlton is renowned for its exceptional customer service and personalized experiences. Staff are trained to anticipate guest needs by asking good questions, remember preferences, and offer tailored services. This could translate to real estate by remembering client preferences for homes or neighborhoods and anticipating their concerns. Just as a guest at The Ritz–Carlton might find their favorite book waiting for them in their room, imagine a real estate agent who, knowing a client loves classical music, arranges a property viewing with a classical playlist softly playing in the background, setting a serene ambiance. Even better, create a system around the questions you "nonchalantly" ask and how you present listings for each of your clients. Even if they catch on to what you're doing they'll still appreciate the lengths you'd be willing to go to ensure they enjoy their time with you.

- 2. Technology and Electronics:**

Apple's product launches and in–store experiences are another great example of above and beyond experiences. Apple's product launches feel like events which lend to creating a sense of community and exclusivity for the people who believe in the brand. In real estate, hosting exclusive open houses or property previews can create a similar buzz. Picture an agent launching a new property the way Apple launches a product. The agent creates anticipation with teaser videos, then hosts an exclusive "reveal" event, making clients feel they're part of something groundbreaking. A little over the top, sure, but that's the whole

point. No one else would do it. Imagine how it would feel being someone who wants to sell their home, watching you have an extravagant property launch every time you list a new home. That person would fight others in line just to get to you.

**3. E-commerce:**

At the core of Amazon's Prime service and customer support is convenience and quick problem resolution. People were too scared to buy because they thought that they would have to jump through hoops to return or exchange the product. When Amazon fixed that with a no questions asked policy their sales went through the roof. Just as Amazon makes shopping and returns easy, a real estate agent could streamline the buying process or quickly address any client concerns. Taking a leaf from Amazon's book, an agent offers a "Prime Viewing" experience. Clients get priority viewings, a dedicated communication line for instant responses, and a streamlined digital process for paperwork, mirroring Amazon's seamless shopping experience. It's as simple as asking, "Where is there friction?" and "What can I do to eliminate it?"

**4. Luxury Brands:**

Brands like Louis Vuitton or Tiffany & Co. offer more than products; they offer experiences that emphasize story and legacy. In real estate, this could mean highlighting the history or unique story of a property or neighborhood. Drawing inspiration from Louis Vuitton's legacy, an agent sells a historic property by hosting an event showcasing its rich history. Guests are taken on a journey through time, with actors reenacting past events, making the property's story come alive. It may take some thought and creative collaboration but communities have been known to come together around stranger things so go bravely where others won't and try something crazy!

**5. Airlines:**

Singapore Airlines' in-flight service comes with a fine tuned attention to detail and exceptional comfort. Every aspect of the passenger's experience is considered. Similarly, real estate

## REAL ESTATE MARKETING

agents can ensure every step, from property viewing to paperwork, is comfortable and seamless for the client. An agent, inspired by the airlines' impeccable service, could offer a "first-class property tour." Clients are chauffeured to properties, offered gourmet snacks, and given a personalized property dossier, making them feel pampered throughout. It might cost a bit extra but you could team up with a limo service in your city and create a promotional offer that would serve as advertising in exchange for their services. What limo company wouldn't want direct exposure to high paying clientele?

### 6. **Subscription Boxes:**

Companies like Birchbox or Blue Apron incorporate the element of surprise and personalization. Each box is tailored to the user's preferences but also includes surprises. Real estate agents could offer personalized property suggestions while also introducing clients to options they hadn't considered. Borrowing from Birchbox's personalized surprises, an agent could send clients monthly "property boxes" – digital portfolios of properties tailored to their preferences, but always with one surprise listing, keeping the search exciting. Collaborate with neighborhood businesses to include cool offers, freebies, and other interesting nick nacks to sweeten the pot for everyone involved.

### 7. **Coffee Shops:**

Starbucks and its loyalty program create a sense of community and belonging with their customers. Regular's have their orders remembered, and the ambiance and free wifi encourages lingering. In real estate, this could translate to building long-term relationships with clients, making them feel like they're more than just a transaction. Channeling the community feel of Starbucks, you could create a local "Homebuyers Club." Members meet monthly at a local café, discussing market trends, sharing experiences, and getting exclusive property previews, fostering a sense of belonging and community.

By examining these industries, it's clear that "wowing" customers often comes down to personalization, attention to detail, building a sense

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

of community, and going the extra mile to ensure satisfaction. Adapting these strategies to the real estate industry can elevate the client experience, making it memorable and exceptional.



## Question 42.

# How do you build credibility in Real Estate?

Well, it's clear you have great intuition. Yes, it is true that credibility is important in the real estate industry. Probably because of how big the purchase or sale is. There's a lot of money involved and it's important to trust someone who takes even an ounce of responsibility over that on our behalf. Credibility in real estate is super important.

Trust really matters. Think about it: buying or selling a home is a big deal for most people. They're making one of the biggest decisions of their lives, and they want to work with someone they can trust from start to finish. If you're credible, they'll feel more at ease with you, knowing they're in good hands.

Another thing to consider is repeat business. Happy clients tend to come back. If they believe in you and had a great experience the first time, they'll return when they need real estate services again. And guess what? They'll probably tell their friends and family about you too.

## REAL ESTATE MARKETING

Being credible also helps avoid problems down the road. Being honest and transparent from the get-go means fewer misunderstandings and mix-ups. This leads to smoother transactions and fewer headaches for everyone involved. Reputation goes a long way. Word gets around, and if you're known as someone reliable and trustworthy, more and more people will want to work with you.

Think of credibility as the foundation of a house. Without it, things get shaky. But with it, you're building on solid ground. So how *EXACTLY* do you go about building credibility and maintaining it? Building and maintaining credibility in real estate isn't just a one-time thing. It's like tending to a garden; you've got to nurture it over time. Here are some suggestions to help you nurture your reputation:

- 1. Education and Training:** Start by getting the right education and training. This doesn't just mean getting your real estate license, but also staying updated with market trends, laws, and other industry knowledge. The more you know, the more confident and helpful you can be to your clients. Become a sponge, look for patterns, and create your own *signature solution* for your clients.
- 2. Honesty is Key:** Always be honest, even if it's not what the client wants to hear. If a house has issues or if the market isn't right for selling, let them know. It's better to be upfront than to have them find out later. Be the person that's there to serve their clients rather than the one who's there to close deals. You'll get a lot further that way.
- 3. Communication:** Keep the lines of communication open. Respond to calls, texts, and emails promptly. If there's a delay or issue, let your client know. They'll appreciate being in the loop. Sure, it's important to have boundaries just make sure you're setting them in favor of your clients. If you don't, someone else will.
- 4. Build a Network:** Connect with other professionals in the industry, like home inspectors, mortgage brokers, and contractors. They can vouch for your credibility and even refer clients to you. It's better to be known as the person who "has a

guy for that” because you bring so much more value to your interactions.

5. **Ask for Reviews:** Happy clients are often willing to leave positive reviews. Encourage them to share their experiences on platforms like Google, Yelp, or even your personal website. Simplify the process for them by providing direct links to the actions you want them to take or using software designed to capture testimonials.
6. **Admit Mistakes:** Nobody's perfect. If you make a mistake, own up to it, apologize, and find a way to make it right. This shows you're genuine and care about your clients' well-being. Bonus tip, the quicker the better. Don't wait for people to find out, rise to the occasion the moment it happens. People don't mind when you screw up, only when you don't acknowledge and correct it.
7. **Stay Consistent:** This is a big one. Be consistent in your actions, services, and the way you treat clients. Over time, this consistency will solidify your reputation as a reliable agent. Most people struggle to maintain consistency at being average. If you can do better than that by even an iota you're miles ahead.
8. **Give Back:** Engage with your community. Host workshops, sponsor local events, or volunteer. This not only builds credibility but also shows you're invested in the well-being of the community you serve. And wherever possible, put your money where your mouth is. Sponsor a team or a player in a sport you enjoy. You never know how deep your impact will be.

Building credibility isn't just a gimmick, it's a journey. Keep showing up, doing your best, and putting your clients' needs first. Over time, you'll not only build credibility but also a loyal client base that trusts and values you. Keep at it, and you'll see the fruits of your labor!



## Question 43.

# Who are the targets of Real Estate?

Understanding the differences between the different target groups in real estate is like having a secret map to a treasure. When you know exactly who you're dealing with, you can tailor your approach, making your service feel personal and spot-on. For instance, a first-time homebuyer might need more hand-holding and education about the process, while an investor would appreciate a deep dive into market trends and potential returns on investment. Deciding who to target is up to you.

You have a particular set of skills that would be helpful to a specific group of people and asking a question like this may not be exactly what you need, rather, a single piece of a bigger picture that you'll eventually need to examine. The two most important questions you can ask yourself when it comes to your business is:

- a. Who are you helping?
- b. What are you helping them with?

## REAL ESTATE MARKETING

By distinguishing between the various groups you'll be able to communicate more directly and concisely with them. You're not just throwing out a wide net and hoping for the best. Instead, you're aiming with precision, ensuring that your marketing efforts, communication style, and services align perfectly with each client's unique needs and expectations.

This not only boosts your efficiency but also builds trust and rapport with your clients. They'll feel like you truly "get" them, leading to happier transactions and a higher likelihood of repeat business and referrals. In the competitive world of real estate, that kind of edge can make all the difference!

You may be tempted to say I help people buy houses but that's not specific enough. When it comes to real estate, there isn't just one "target" group. Instead, there are several types of people who might be looking to buy, sell, or rent properties. AND different communications styles that will resonate with each. Here's simplified a breakdown:

- 1. First-Time Homebuyers:** These are folks who've never bought a home before. They might be young couples, recent college grads, or even older individuals who've always rented. They usually need a lot of guidance since it's their first time. Focus on education. Use simple language and visuals to guide them through the home-buying process. Webinars, infographics, and beginner's guides can be super helpful. Emphasize your availability to answer questions and support them.
- 2. Upgraders:** These are people who already own a home but are looking for something bigger or better. Maybe they've got a growing family or just got a big promotion. Highlight properties that offer more space, luxury, or better amenities. Share success stories of clients who've successfully transitioned to bigger or better homes. Emphasize the value of their current property and how it can help them upgrade.
- 3. Downsizers:** On the flip side, there are those who want something smaller. Maybe their kids have moved out, or they're retiring and want a cozier place. Showcase smaller, efficient, and low-maintenance properties. Offer content on the benefits of

downsizing, like reduced costs and a simpler lifestyle. Highlight the convenience and ease of moving to a smaller place.

4. **Investors:** These are the savvy folks looking to buy properties not for themselves, but to rent out or sell for a profit later on. Provide detailed market analyses, ROI calculations, and potential growth areas. Offer exclusive investor seminars or newsletters with insider tips. Emphasize your expertise in finding profitable properties.
5. **Relocators:** People moving to a new city or state, often because of a job change, are also prime targets. They might be looking to buy or rent, depending on how permanent the move is. Highlight the benefits of the area you cover – schools, amenities, job opportunities, and lifestyle. Offer relocation guides and services to make their move smoother. Use testimonials from happy relocators you've helped.
6. **Renters:** Not everyone is in the market to buy. Some people are looking for rental properties, either because they're not ready to buy or they prefer the flexibility of renting. Showcase a variety of rental properties with clear pricing. Offer content on the benefits of renting, flexibility, and the local rental market. Make the rental process seem easy and hassle-free.
7. **Vacation Home Seekers:** Some people are in the market for a second home, maybe by the beach or in the mountains, just for getaways. Highlight the leisure and relaxation aspects of properties. Use stunning visuals of vacation homes and surrounding attractions. Offer content on the benefits of owning a vacation home, like potential rental income when not in use.
8. **Commercial Clients:** Real estate isn't just about homes. Businesses need places to operate, so there are clients looking for office spaces, shops, warehouses, and more. Emphasize location, size, and potential of commercial spaces. Offer market insights specific to commercial real estate. Use case studies of businesses that have thrived in the properties you're showcasing.

## REAL ESTATE MARKETING

- 9. Developers:** These are the folks looking for land or old properties they can develop into something new, like a housing complex or a shopping center. Provide details on zoning, potential, and growth areas. Highlight past successful development projects you've been a part of. Offer insights into local development trends and opportunities.

Each of these groups has different needs, budgets, and concerns. So, when you're in real estate, it's super important to understand who you're talking to and what they're looking for. That way, you can offer them the best possible service.

For all groups, remember to use a warm and friendly tone, keeping things simple and relatable. Use visuals, like photos and videos, to make your marketing materials engaging. And always have a clear call to action, guiding them on what to do next, whether it's calling you, signing up for a newsletter, or attending an open house.

By tailoring your communication to each group, you're showing them that you understand their unique needs and are the best person to help them out. It's all about making a connection and building trust. In most cases whoever you are reading this, you're going to have a natural proclivity to one or more of these groups. If you're looking to find out where you might fit here's a helpful breakdown of some particular skills you may possess and who you can help with them:

### 1. First-Time Homebuyers:

- a. Patience:** They might have lots of questions or feel uncertain.
- b. Educational Skills:** Ability to break down complex processes into understandable steps.
- c. Empathy:** Understand the emotional journey of buying a first home.

### 2. Upgraders:

- a. Market Knowledge:** Know the value of their current property and what they can get within their budget.
- b. Negotiation Skills:** Help them get the best deal when transitioning.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- c. **Vision:** Help them see the potential in properties.

### 3. Downsizees:

- a. **Organizational Skills:** Assist in simplifying and transitioning to a smaller space.
- b. **Local Knowledge:** Recommend areas that cater to a simpler lifestyle.
- c. **Listening Skills:** Understand their reasons for downsizing and address any concerns.

### 4. Investors:

- a. **Analytical Skills:** Break down potential returns and market trends.
- b. **Networking:** Connect them with potential deals or partners.
- c. **Risk Assessment:** Help them understand potential pitfalls and rewards.

### 5. Relocators:

- a. **Adaptability:** Understand diverse needs of people coming from different areas.
- b. **Local Expertise:** Offer insights into neighborhoods, schools, and amenities.
- c. **Resourcefulness:** Provide contacts for moving services, local utilities, etc.

### 6. Renters:

- a. **Flexibility:** Cater to short-term needs or changing circumstances.
- b. **Efficiency:** Speed up the rental process and reduce paperwork.
- c. **Problem-Solving:** Address any rental concerns or issues promptly.

### 7. Vacation Home Seekers:

## REAL ESTATE MARKETING

- a. **Salesmanship:** Highlight the leisure and benefits of vacation properties.
- b. **Area Knowledge:** Know the ins and outs of vacation spots.
- c. **Investment Insight:** Help them see potential rental income.

### 8. Commercial Clients:

- a. **Technical Knowledge:** Understand commercial property specifications and zoning.
- b. **B2B Communication:** Ability to liaise with businesses and understand their needs.
- c. **Strategic Planning:** Help businesses envision their growth in a space.

### 9. Developers:

- a. **Project Management:** Coordinate between various parties involved in a development.
- b. **Innovation:** Stay updated on the latest development trends.
- c. **Negotiation Skills:** Secure land or properties at the best prices.

While these skills are tailored to each group, many of them are transferable. The key is to recognize which skills are most relevant to the client in front of you and leverage them to provide the best service. By showcasing these skills in your interactions, you'll not only build trust but also position yourself as the go-to expert for their specific needs. Get clear on what you're good at and who it's good for and you'll already be armed to take your marketing efforts to the next level.

## Question 44.

# Where do realtors get most of their leads?

Most realtors get their leads from a lot of different places so it's hard to pinpoint an exact answer to this question. As I'm sure you've guessed, there are a lot of options and each of them have their own benefits and challenges.

What works for you might not work for someone else so be careful to meter your expectations when it comes to lead sources. It's often a diversification of efforts that yields the best results. That's not why you're here though so let's take a closer look at the varying pipelines you can tap into for your leads.

Here's a breakdown of common places where realtors often get their leads, based on the information I found:

1. **Door Knocking:** Even in today's digital age, the old-fashioned method of knocking on doors in safe neighborhoods can introduce you to potential clients. Visit neighborhoods that align

## REAL ESTATE MARKETING

with your market focus. Always carry your business card, introduce yourself warmly, and offer insights about the local real estate market. It's a personal touch that can leave a lasting impression.

2. **Cold Calling:** Picking up the phone and reaching out to potential clients is still a valid tactic. *Prepare a script* to introduce yourself and offer value, like a free home valuation. Remember, it's not about selling but building a relationship.
3. **Direct Mail:** Sending out postcards, newsletters, or flyers can reach a broad audience, especially those who might not be online. Design eye-catching postcards or newsletters with market updates or home care tips. Personalize them when possible to make recipients feel special. Make it useful and it'll get used. (And you'll be remembered)
4. **Past Clients:** Happy clients can be goldmines for referrals. Staying in touch with them ensures you're top of mind when they or their friends need real estate services. Stay in touch through holiday cards, anniversary emails, or market updates. Encourage them to refer you to friends and family by offering referral incentives.
5. **FSBO Listings:** Some homeowners try to sell their homes themselves. With patience and showing your value, you might convert them into clients. Approach homeowners with respect and offer complimentary services, like a home valuation or staging tips. Show them the benefits of having an agent on their side.
6. **Expired Listings:** Homes that didn't sell under another agent can be potential leads. Approach with tact and show how you can offer a different outcome. Reach out with a fresh marketing strategy and show how you can offer a different approach to sell their home.
7. **Former Coworkers' Client Lists:** If an agent leaves a brokerage and forgets their client list, those contacts can be potential leads. If ethically permissible, reach out to these potential

clients, introduce yourself, and offer a fresh perspective on their real estate needs.

8. **Social Media Marketing/Advertising:** Platforms like Facebook, Twitter, and Instagram offer vast opportunities for marketing and connecting with potential clients. Engage with your audience by sharing listings, market news, or home decor tips. Use targeted ads to reach potential buyers or sellers in your area. Provide value as often as you can with your content and build an audience of people you can serve when they're ready.
9. **Traditional Marketing/Advertising:** Billboards, radio ads, and local newspaper features can still generate leads. Invest in local newspaper ads or sponsor community events. Although a little more expensive of a route, it still is effective to become hard to ignore. Ensure your branding is consistent and memorable.
10. **Social Search:** Platforms like Twitter allow for targeted searches, helping you find potential clients discussing real estate. Use platforms like Twitter to search for real estate-related discussions in your area. Engage in conversations and offer your expertise.
11. **Open Houses:** While they might not always sell the home on display, open houses can introduce you to potential buyers and sellers. Host them not just to showcase the property but to network. Collect visitor information and follow up with personalized thank-you notes or emails.
12. **Builder and Lender Business:** Collaborating with home builders and mortgage lenders can lead to mutual referrals. Build relationships with local builders and lenders. Offer to showcase their newly built homes or refer clients looking for mortgage options.
13. **Purchased Leads:** Websites like Zillow Premiere Agent offer advertising spots that can generate leads. Invest in platforms like Zillow Premiere Agent. Once you get a lead, respond quickly and offer something of value, like a free consultation.

## REAL ESTATE MARKETING

Knowing where to find leads is crucial in the real estate business. By diversifying your lead sources and understanding where to focus your efforts, you can ensure a steady stream of potential clients. It's not just about finding leads but also about nurturing and converting them into loyal clients. You can spend all the time you want getting people's names and emails but if you're not actively engaging with them your efforts will be for not. Pro tip: Use a CRM to keep track of everything. Or a spreadsheet if you're more comfortable with that. In any event, track what you're doing so you know where you need to improve.

## Question 45.

# How do I get more buyers and sellers?

Ok, so this question is very similar to the last except that it's a bit more specific leading to a more in depth examination of the exact things you can be doing to attract your ideal clients.

Either group requires a completely different set of tactics, strategies, and communication styles so don't approach this with a vanilla, one-size-fits-all mentality. Attracting more buyers and sellers requires tailored strategies for each group.

Here are some suggestions you can implement in your strategy:

### 1. Getting More Buyers:

- a. **Educational Workshops:** Host first-time homebuyer seminars or webinars. This positions you as an expert and helps you connect with potential buyers.

## REAL ESTATE MARKETING

- b. **Leverage Technology:** Use virtual tours, 3D walkthroughs, and other tech tools to showcase properties, especially for out-of-town buyers.
- c. **Collaborate with Lenders:** Partner with mortgage brokers or banks to offer special financing workshops or deals for your clients.
- d. **Attend Open Houses:** Not just your own, but others too. It's a great way to meet potential buyers and understand what they're looking for.
- e. **Social Media Ads:** Target ads to people who are likely in the buying phase, such as newly engaged couples or those searching for real estate terms.
- f. **Referrals:** Encourage past clients or other professionals you work with to refer buyers to you. Consider offering a referral incentive.
- g. **Local Community Engagement:** Attend or sponsor local events, fairs, or festivals. Engaging with the community can put you in front of potential buyers.

### 2. Getting More Sellers:

- a. **Market Analysis Workshops:** Offer free home valuation workshops or webinars. This can attract homeowners considering selling.
- b. **Direct Mail Campaign:** Send postcards or newsletters with recent successful sales, market trends, or home prep tips to homeowners in your target areas.
- c. **Engage Past Clients:** Stay in touch with past buyers; they might be looking to upgrade or downsize. A simple check-in can remind them of your services.
- d. **FSBO Outreach:** Approach homeowners trying to sell on their own. Offer your expertise and explain the benefits of having an agent.
- e. **Expired Listings:** Contact owners of listings that didn't sell. Offer a fresh marketing strategy and explain how you can make a difference.
- f. **Digital Presence:** Regularly update your website and social media with success stories, testimonials, and before-and-after staging photos to attract potential sellers.

- g. Networking:** Engage with professionals like estate attorneys or divorce lawyers. They often come across individuals needing to sell homes due to life changes.

Whether you're targeting buyers or sellers, the key is consistency and genuine engagement. Building trust and showcasing your expertise will naturally draw clients to you. Combine these ideas with some of the various others discussed in this book and you'll have a surefire recipe for success!



## Question 46.

# How do you get leads fast?

Here's the thing. Fast leads aren't always good leads, and quality leads aren't always easy to come by. As I'm sure you're already discovering. Unless of course you're a veteran looking to brush up on some old skills.

There are a ton of ways to get leads, many of which have been discussed at length already so to avoid being redundant I figured I could take this opportunity to expand upon the idea of what a fast lead is and what you can do to safely and ethically drive hotter leads into the top of your funnel. First, we need to break down some criteria to better understand the landscape. There are two fundamental sources of leads:

- a. **Inbound leads**
- b. **Outbound leads**

There are a few key distinctions we need to make to understand the difference and why this is vital to your success. Let's break down the difference between inbound and outbound leads in a simple way:

1. **Inbound Leads:**

These are folks who come to you. Think of it like throwing a party and people show up because they heard about it and want to be there. In the business world, this happens when potential clients:

- a. Find your website through a search engine.
- b. See and engage with your content on social media.
- c. Read a blog post or watch a video you've created.
- d. Get referred to you by a friend or another client.
- e. Respond to email newsletters or other content you've sent out.
- f. Inbound leads are often seen as "warm" leads because they've already shown interest in what you offer by taking the initiative to engage with your content or reach out to you.

### **2. Outbound Leads:**

This is when you make the first move. Going back to the party analogy, it's like going out and personally inviting people. In business terms, this means:

- a. Cold calling potential clients.
- b. Sending direct mail or emails to a purchased list.
- c. Running ads on TV, radio, or online platforms.
- d. Attending trade shows or other events to meet potential clients.
- e. Reaching out to potential clients on platforms like LinkedIn.
- f. Outbound leads are often "cold" because they might not know about you or weren't actively looking for your services when you reached out.

In a nutshell, inbound is when leads come to you, and outbound is when you go to them. Both strategies have their place in a well-rounded marketing plan, and understanding the difference can help you tailor your approach to each type. Now that you have a working understanding of the differences between inbound and outbound leads we can break down the dominant market strategies that are currently getting effective and efficient results for other agents.

First, here are the *top 5 inbound lead strategies* that are currently making waves in the real estate industry:

### **1. Host Open Houses:**

Open houses are a traditional yet effective way to attract potential buyers. By showcasing a property, you provide an opportunity for potential buyers to experience it firsthand. This not only gives you visibility but also allows you to interact directly with prospects. Collecting their contact details during these events can help you follow up later with tailored offers or updates.

### **2. Engage With Your Audience Through Content Marketing:**

With over 90% of home buyers using the internet in their property search, having a strong online presence is crucial. By creating relevant content like blog articles, videos, and listings, you can attract potential clients. Focus on trending topics in your niche and provide valuable insights. This not only boosts your search engine visibility but also establishes you as a thought leader in the industry.

### **3. Partner with Local Businesses:**

Collaborating with local businesses can expand your reach. By hosting joint events or sharing content on social media, you tap into their customer base. For instance, teaming up with a local coffee shop or home improvement store can offer mutual benefits. Their customers get to know about your services, and in return, you can provide real estate insights or offers to the business's clientele.

### **4. Personalized Messaging – Email & SMS Marketing:**

Once you have a database of potential clients, it's essential to keep the communication flowing. Using platforms like SendPulse, ActiveCampaign, or MailChimp, you can set up automated messages tailored to your prospects' needs. Whether it's email newsletters or SMS updates, personalized messaging keeps you in the minds of potential buyers and sellers.

**5. Drive Referrals from Past Clients:**

Word-of-mouth remains a powerful tool in real estate. Encourage your past clients to refer your services to their friends, family, or colleagues. Offering incentives or rewards for referrals can motivate past clients to act as promoters for your business. Maintaining a good relationship with them ensures a steady stream of referrals.

By integrating these strategies into your marketing plan, you'll be well on your way to attracting more buyers and sellers in today's competitive real estate market. YOU should focus as much of your effort as you can on establishing and building relationships by providing value at every opportunity you can muster. Outbound leads are a whole different monster. Here are the top 5 outbound lead strategies that are currently tearing up the real estate world:

**1. Networking with Other Real Estate Agents:**

Building relationships with other agents can be a goldmine. While it might seem counterintuitive to network with competitors, the real estate industry thrives on referrals. By attending industry conferences, joining professional associations, and actively participating in online forums, you can establish valuable connections. Agents from other cities might refer clients moving to your area, and vice versa.

**2. Establishing a Strong Presence on Social Media:**

Social media platforms like Facebook, Twitter, Instagram, and LinkedIn offer a vast audience. By consistently posting engaging content, running ad campaigns, and interacting with followers, you can position yourself as an industry leader. This not only boosts your visibility but also helps in reaching out to potential clients directly.

**3. Running Paid Ads on Social Media & Google:**

While organic reach is essential, paid ads can amplify your visibility. Platforms like Facebook and Google Ads allow for

targeted advertising, ensuring your listings or services are seen by the right audience. With Google Ads, for instance, you can target specific keywords related to real estate in your area, ensuring that potential buyers and sellers find you when they search.

**4. Cold Calling and Emailing:**

This traditional method might seem outdated, but it's still effective when done right. By reaching out to potential clients directly, you're taking a proactive approach. It's essential to ensure that your approach is tailored and not too aggressive. Offering valuable insights, market updates, or exclusive listings can pique interest.

**5. Event Sponsorships and Billboards:**

Sponsoring local events or putting up billboards in strategic locations can significantly boost your brand's visibility. While this is a more traditional form of marketing, it's a way to reach a broad audience quickly. By ensuring your branding is consistent and professional, you can leave a lasting impression.

The key to successful outbound marketing is persistence and consistency. While these methods might require more upfront effort and investment, they can yield significant returns when executed effectively. And always keep in mind, it's not just about reaching out; it's about reaching out with the right message. Lead with value and remain detached from any specific outcome so that you can show up genuinely in your interactions. That will help you avoid sounding sleazy or salesy in your dialogue.

Just to bring it all home, leads come in two main flavors: inbound and outbound.

Inbound Leads come to you. Think of it as people attending a party you've thrown. They might find you through your website, social media, referrals, or content you've created. These leads are "warm" because they've shown interest in you. Get out there and throw more parties.

## **REAL ESTATE MARKETING**

Outbound Leads are those you actively seek. It's like personally inviting people to your party. This includes methods like cold calling, ads, attending events, or reaching out on platforms like LinkedIn. These leads are typically "cold" since they might not know you yet. Go out there and invite people to the party!

Understanding these two types helps tailor your approach. Top inbound strategies right now include open houses, content marketing, and referrals. For outbound, it's about networking, social media ads, cold calling, and event sponsorships. The key is balancing both methods and focusing on genuine relationships and value.

## Question 47.

# What is the 3-3-3 rule in real estate marketing?

There are a couple versions of the 3-3-3 marketing rule floating around in the ether. Depending on which one you've heard about you may have your curiosity satisfied with the following explanations.

One version of the 3-3-3 marketing rule is attributed to Connie Carlson. She has established a top real estate team in her market, and she has shared her insights on the 3-3-3 rule as her team applies it, especially for new real estate agents. Given her success and expertise in the field, it's clear that she has effectively utilized and promoted this concept as a valuable tool in real estate marketing. (If you're interested in diving deeper into her insights, it might be beneficial to watch her interview or [explore more of her content.](#))

Here's a birds eye view of her strategy:

The 3-3-3 rule typically breaks down marketing efforts into three distinct timeframes:

## REAL ESTATE MARKETING

1. **Short-term (3 days):** Activities that yield results in a matter of days. This could include immediate follow-ups with potential clients, running short-term ads, or hosting flash sales or promotions.
2. **Medium-term (3 weeks):** Strategies that take a bit longer to see results. This might involve nurturing leads through email campaigns, engaging with followers on social media, or hosting webinars and online workshops.
3. **Long-term (3 months):** These are your long-game strategies. They might include SEO efforts to improve your website's ranking, building partnerships with local businesses, or creating and promoting in-depth content like e-books or video series.

Here's how a Real Estate Agent Can Use the 3-3-3 Rule:

1. **Short-term:** Immediately after meeting potential clients or getting leads, follow up with a thank-you note or a personalized message. Consider running short-term ads targeting people who've recently shown interest in buying or selling properties in your area.
2. **Medium-term:** Engage with your audience by sharing valuable content on social media, sending out newsletters with market updates, or hosting virtual tours of new listings. This keeps you in the minds of potential clients and nurtures the relationship.
3. **Long-term:** Focus on building your brand. This could involve getting reviews from past clients, improving your website's SEO, or collaborating with local businesses for mutual promotions. The idea is to establish yourself as a trusted expert in your community.

The key to this 3-3-3 rule is balance. While it's great to see immediate results, it's equally important to invest in strategies that will pay off in the long run. By diversifying your efforts across these three timeframes, you'll be better positioned to attract both buyers and sellers consistently. The idea is great but it would be nothing without some actionable steps that you can actually implement in your own marketing

strategy so here are some suggestions that fit each of the timeframes outlined in the rule:

**1. Short-term (3 days): Immediate Engagement**

- a. Social Media Blitz:** Share a new property listing across all your social media platforms with engaging visuals and descriptions.
- b. Email Alert:** Send out a new listing or update to your email subscribers.
- c. Immediate Follow-ups:** Respond promptly to any inquiries or leads you've recently received.

**2. Medium-term (3 weeks): Relationship Building**

- a. Content Creation:** Write and publish blog posts about the local real estate market, home maintenance tips, or community events.
- b. Networking:** Attend local events, workshops, or webinars to meet potential clients and other professionals.
- c. Engage with Past Clients:** Send out thank-you notes, ask for reviews, or simply check in to see how they're enjoying their new home.

**3. Long-term (3 months): Brand Building and Expansion**

- a. SEO Strategy:** Optimize your website and content to rank higher on search engines.
- b. Referral Program:** Launch a program that rewards past clients for referring new ones.
- c. Expand Online Presence:** Consider starting a YouTube channel for virtual tours, or host webinars on home buying/selling tips.

The idea behind the 3-3-3 rule, or any time-based marketing strategy, is to ensure a mix of immediate actions to capture current opportunities, sustained efforts to build relationships and trust, and long-term strategies to establish and grow your brand. By diversifying your efforts across these timeframes, you can maintain a consistent

## REAL ESTATE MARKETING

presence and adapt to the ever-changing dynamics of the real estate market.

Another 3-3-3 rule that is sometimes applied in the real estate marketing landscape is one that involves making 3 contacts a day, for 3 weeks, with 3 different groups of people. The idea is to reach out to a wide network of potential clients to generate leads and increase business.

- The first group of people could be your sphere of influence, including friends, family, and past clients.
- The second group could be professionals in related fields, such as mortgage brokers or Real Estate attorneys.
- The third group could be people in your community, such as local business owners or members of a neighbourhood association.

The key with this strategy is to consistently reach out and stay top of mind with each of these groups within your gravity. You should stay in touch with each of these groups, whether through phone calls, emails, social media, or in-person meetings. Over time, this can help build trust and credibility, leading to more referrals and repeat business.

## Question 48.

# What are the 3 C's in Real Estate marketing?

Imagine you're in a room full of real estate agents. Everyone's talking, handing out business cards, showing property photos. It's a sea of similar faces and pitches. Now, how do you stand out? How do you ensure that when someone thinks of buying or selling a home, it's your name that pops into their mind? Technology has shifted the way we interact with the buying and selling process.

Collectively we all demand more transparency, honesty, and integrity in our business dealings. And in a day and age when what people think of you is only a Google search away it's become paramount that you protect and preserve your reputation. So it's not just about standing out, it's also about communicating authority and expertise while being personable and accessible. But how can you be in so many places all at once?

## REAL ESTATE MARKETING

That's where the three C's in real estate marketing come in. Here's a breakdown to help guide you in strategizing using the three C's concept:

### 1. Content:

In today's digital age, people are hungry for information. They don't just want to see a house; they want to experience it. And when you share insights about the local market or home maintenance tips, you're not just selling a property; you're providing value. You're showing potential clients that you're not just an agent, but a knowledgeable guide who can help them navigate the complex world of real estate. Here are some types of content you can create and share on the appropriate platforms:

- a. **Property Listings:** *High-quality photos, virtual tours, and detailed property descriptions* can make a world of difference. The more information and visual appeal a listing has, the more likely it is to attract potential buyers.
- b. **Local Market Insights:** Sharing blog posts, videos, or infographics about local market trends, neighborhood highlights, and home maintenance tips can position an agent as a knowledgeable expert.
- c. **Testimonials & Reviews:** Sharing positive feedback from past clients can build trust with potential new ones.

### 2. Connection:

Real estate, at its core, is a people business. It's about building trust. Every interaction, every thank-you note, every remembered birthday or home anniversary deepens that connection. And when people feel connected, they're more likely to trust you with one of the biggest financial decisions of their life. Here are some things to keep in mind when you're building connections:

- a. **Networking:** Building relationships with other agents, brokers, and professionals in related industries (like

mortgage lenders or home inspectors) can lead to referrals and collaborative marketing efforts.

- b. **Engagement:** Regularly interacting with followers on social media, responding to comments, and participating in local community events can strengthen connections with potential and past clients.
- c. **Personal Touch:** Personalized follow-ups, thank-you notes, and remembering important dates (like home purchase anniversaries) can make clients feel valued and appreciated.

### 3. Consistency:

This is where many agents falter. They might start with a bang—posting regularly, sending out newsletters, following up on leads—but then life gets in the way, and their efforts dwindle. But consistency is key. It's what keeps you top-of-mind. It's what turns a one-time client into a lifelong advocate who'll refer you to their friends and family. Here are some things to consider:

- a. **Branding:** From business cards to social media profiles, maintaining a consistent brand image and message helps in being easily recognizable and trustworthy.
- b. **Communication:** Regular updates, newsletters, or market insights shared with clients and leads keep an agent top-of-mind.
- c. **Follow-Up:** Consistently following up on leads, inquiries, and even past clients can lead to more referrals and repeat business.

By focusing on these 3 C's you can create a comprehensive marketing strategy that caters to the specific needs and dynamics of your market. Now, think back to that room full of agents. With this strategy you're no longer just another face in the crowd. You're the agent who provides valuable content, who genuinely connects with clients, and who's consistently there, offering guidance and support.

Why implement a strategy like this? Because in a competitive industry like real estate, the 3 C's can be the difference between being just another agent and being the go-to expert in your area. And trust me, in the long run, that's a game-changer.



## Question 49.

# Why do realtors need digital marketing?

In today's fast-paced digital world, almost everything has moved online, including the way people search for homes and real estate agents. Digital marketing isn't just a fancy buzzword; it's a necessity for realtors. Most home buyers start their search online. Websites like Zillow, Realtor.com, and Trulia have made it easy for people to browse listings from the comfort of their homes. If you're not online, you're missing out on a massive chunk of potential clients. But it's not just about listing a property on the internet, there's a lot more to it.

Digital marketing platforms, especially social media and search engines, allow for highly targeted advertising. You can show your listings to people in specific age groups, locations, or even those who've shown interest in real estate. This precision ensures that your marketing budget is spent efficiently, reaching those most likely to convert. What's more is, you get the opportunity to engage directly with interested prospects and clients in real-time. Whether it's through comments on a Facebook post,

## REAL ESTATE MARKETING

direct messages on Instagram, or email newsletters, you can build and nurture relationships even before a face-to-face meeting.

You can't just blanket the city in digital flyers either. It's becoming more and more competitive online and the agents who break through the noise usually do it through blogs, videos, and other content. These are simply tools that allow you to showcase your expertise. Writing about local market trends, creating video tours of neighborhoods, or sharing home maintenance tips can position you as a knowledgeable expert in your field. And it gives people a chance to connect with you as a person as well.

Reputation management is another important consideration. Online reviews play a crucial role in a buyer's decision-making process. A realtor with positive reviews on platforms like Google, Yelp, or even their own website can gain trust instantly. Digital marketing offers real-time access, data, and analytics. You can see which campaigns are working, which listings are getting the most views, where your website traffic is coming from, and most importantly, who's interested in working with you. These insights allow for quick adjustments and optimization to make sure your marketing campaigns are cost effective.

While traditional marketing methods like billboards or print ads can be effective they're still expensive, where digital marketing, especially organic strategies like SEO or content marketing, can be quite affordable for agents breaking into a market and offer a higher return on investment in general.

Simply put, if you're not leveraging digital marketing, your competitors likely are. To stay ahead of the pack in today's real estate market, embracing digital strategies is essential. Digital marketing offers realtors a platform to reach a broader audience, engage with potential clients, showcase their expertise, and ultimately, close more deals. In an era where smartphones and search engines dominate, not having a digital presence is akin to being invisible in the market. So, for realtors, digital marketing isn't just an option; it's a must-have tool in their arsenal.

## Question 50.

# What are the 5 M's of Real Estate advertising?

The concept of the "5 M's" is a general marketing principle, not just specific to real estate. It's been used in various industries to help businesses think about their marketing strategies in a structured way. While it's hard to pin down one single person who made the "5 M's" popular, many marketing experts and educators have taught and expanded on these principles over the years.

- 1. Market:** This is all about knowing who you're talking to. Think of it like picking the right friends to invite to a party. You want to make sure you're showing houses to people who are actually interested in buying them. Let's say you're selling homes in a beach town. Your market might be retirees looking for a peaceful place to settle down or vacationers wanting a second home. In this example you'd focus your advertising on highlighting the relaxing vibes, beautiful sunsets, and nearby amenities.

## REAL ESTATE MARKETING

- 2. Message:** This is what you're telling people. It's like when you're telling a story about a cool thing that happened over the weekend, at work, or on vacation. You want to make sure it's interesting and grabs attention. So, when you're talking about a house, you want to highlight the best parts! If you are, say, promoting a newly renovated, energy-efficient home. Your message could be: "Experience modern living with a touch of green. Save on energy bills in your newly renovated dream home!" This tells potential buyers about the unique features of the property and why they should be interested while connecting them to the emotion they'd experience should they decide to choose that home.
- 3. Medium:** This is how you're getting your message out there. It's like choosing whether to tell your story in person, over the phone, or in a text. In real estate, it could be through newspapers, websites, or even social media. Knowing that younger families are often looking for homes online, you may decide to use social media platforms like Instagram and Facebook. You could post virtual tours, beautiful photos of the property, and even some behind-the-scenes clips of the neighborhood. For older audiences, you might also place ads in local newspapers or magazines.
- 4. Money:** This is about your budget. Imagine you have \$10 to spend at the candy store. You need to decide which candies give you the most bang for your buck. Similarly, you need to figure out where to spend your money to get the most people to see your ads. Imagine you've got a budget of \$5,000 for advertising a luxury property. You decide to spend \$3,000 on a high-quality video tour, \$1,000 on social media ads targeting high-income individuals and inviting them to a party, and the remaining \$1,000 on hosting an exclusive open house event with refreshments.
- 5. Measurement:** After you've done all the advertising, you want to see how well it worked. It's like after you've thrown a party, you want to know how many people came and if they had fun. In advertising, you check to see how many people saw your ads and if they were interested in the houses. Once your campaign comes to an end, you should check how many people viewed

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

your online listings, how many people clicked on your ad, how many attended your open house, and most importantly, how many inquiries or offers you received. If you notice that the video tour got thousands of views but the open house had low attendance, you might decide to change your video style and invest more in online advertising for future properties.

By using the 5 M's in real estate, you can make sure you're reaching the right people with the right message, using the best methods, all while staying within budget and learning for the future. By understanding your target audience, you'll attract more genuine leads. This means fewer time-wasters and more serious buyers or renters. You'll also build a reputation as an expert in specific niches, like luxury homes or beachfront properties.

A clear and compelling message will resonate with potential buyers or renters. They'll feel like you "get" them and their needs. This can lead to faster sales, as people are more likely to act when they feel an emotional connection to a property. By choosing the right platforms and methods to advertise, you'll get more bang for your buck. For instance, if younger families are your target and you focus on social media, you'll likely see higher engagement rates. This means more eyes on your listings and potentially faster sales.

With a well-planned budget, you can maximize your reach without overspending. You'll get a better return on investment (ROI) because you're putting money where it matters most. Plus, by tracking your spending, you can adjust on the fly and avoid wasting funds on less effective strategies. This is where the magic happens! By measuring the results of your campaigns, you'll learn what's working and what's not. This means you can tweak your strategies for even better results in the future. Over time, this continuous improvement can lead to more sales, higher prices, and a stronger reputation in the market.



## Question 51.

# How can I get leads without paying?

So far, we've covered a lot of topics in the way of lead generation, some free, some cheap, many average, and others that cost quite a bit more than you might expect. There are an abundance of strategies out there and I'm sure it goes without saying, if you want to be successful in your efforts to be an effective real estate agent you have to try a whole bunch of things to find out what works for you.

The thing is, there are just so many variables as I'm sure you've gathered by now. (Which is why hiring a professional who understands the space is almost *ALWAYS* a better idea than doing it yourself.) Some things are going to work for others and not you, while other things will work for you that don't for others. That's the nature of the game. Or battle, however you choose to look at it.

The idea here is that not all leads are created equally and it's up to you to decide if the money and time you're contributing to one strategy or another is worth it. So in an effort to avoid being repetitive

## REAL ESTATE MARKETING

while still delivering as much value as possible let's dive into the importance of considering free lead generation methods.

Starting with the most obvious advantage, free lead generation is budget-friendly. This is especially important for small businesses or those just kicking off. When funds are limited, every penny counts, and generating leads without spending can be a game-changer.

Another significant benefit is the trust factor. When individuals discover you through organic searches, referrals, or word of mouth, they often come with a built-in trust. It's a different dynamic compared to when you reach out to them through paid ads. They sought you out based on genuine interest or a trusted recommendation, which can lead to a more authentic connection.

Now, think of free lead generation methods like planting seeds. Some methods, particularly content creation and SEO, offer long-term benefits. You put in the effort once, and it can continue to bear fruit for years to come. It's a sustainable approach that can provide a steady flow of leads over time. I know guys that are still getting leads from a blog post from 2014. (*\*True story*)

Another important consideration is that direct engagement with leads, often a hallmark of free lead generation, offers invaluable insights into the people you meet and how you can serve them. It allows you to learn and adapt based on direct feedback. This understanding of the audience's needs and preferences can be instrumental in refining your strategies and offerings.

Relying solely on paid methods can be a bit like putting all your eggs in one basket. It's essential to diversify. If ad costs were to suddenly rise or if there's an unexpected change in a platform's algorithm, depending only on paid methods could put you and your business at risk. Having a mix of both paid and free lead sources offers a safety net, ensuring stability and diversification.

Building genuine relationships is at the heart of free lead generation. Whether it's through networking, community involvement, or other organic methods, these interactions often lead to deeper and more meaningful connections. Over time, these relationships can become a cornerstone of your success as a real estate agent.

Consistently offering value, be it through workshops, webinars, or informative content, can dramatically bolster your reputation. Over time, being seen as an expert or a valuable resource in a particular field can naturally attract more leads. Having authority in your local market will give you an advantage over the other agents. It's a testament to the power of reputation building in the world of real estate. Considering free lead generation is about more than just saving money. It's part of a holistic approach that focuses on building trust, understanding your audience, and fostering genuine, lasting relationships.

Let's weigh the options in a more concise way.

### **Pros of Getting Leads Without Paying:**

- a. Cost-Effective:** The most obvious benefit is that you're not spending money. This can be especially helpful if you're just starting out or on a tight budget.
- b. Builds Genuine Relationships:** When you're not using paid methods, you often engage more personally with potential leads. This can lead to stronger, more genuine relationships.
- c. Referral Trust:** Leads from referrals often come with a level of trust since they're based on personal recommendations.
- d. Learning Experience:** Engaging directly with leads helps you understand your audience better. You get direct feedback and can adjust your approach accordingly.
- e. Long-Term Benefits:** Organic methods, like SEO or content creation, can continue to bring in leads long after the initial effort.

### **Cons of Getting Leads Without Paying:**

- a. Time-Consuming:** Organic methods often take longer to show results. Building relationships, networking, or creating content can be time-intensive.
- b. Not Always Predictable:** Unlike paid ads where you can estimate the number of leads based on the budget, organic methods can be less predictable.
- c. Requires More Effort:** You'll need to be proactive in reaching out, attending events, or creating content consistently.

## REAL ESTATE MARKETING

- d. **May Miss Out on Some Audiences:** Some potential leads might be more accessible through paid channels, especially if they're not active in the communities or platforms you're focusing on.
- e. **Slower Growth:** While you're building up organic methods, you might see slower growth compared to competitors using paid strategies.

Getting leads without paying can be rewarding and cost-effective, but it often requires more time and effort. On the flip side, while paid methods might bring quicker results, they can be costly. It's all about finding the right balance for your needs and resources. Understanding that "free leads" aren't free and paid leads aren't always good will help you more proactively optimize your strategy.

Here are some ways you can generate leads for free or with minimal investment:

1. **Open Houses:** Obvious by now yes, but necessary to mention that hosting or attending open houses can be a great way to meet potential buyers or sellers. If you want to avoid buying the pastries but you still want to reap the benefits of an open house, go visit others and make friends. Just remember to be friendly and approachable.
2. **Networking:** Join local community groups or business networks. Meeting people and building relationships can lead to potential clients.
3. **Free Online Listings:** Websites like Craigslist or local community boards allow you to post listings or services for free. Think outside the box with this. What can you give people for free that will give you the opportunity to meet with them?
4. **Educational Workshops:** Host free workshops on topics like "First-time Home Buying" or "Tips for Selling Your Home." It positions you as an expert and attracts potential clients. You can do this at most local libraries for free.
5. **Local Events:** Attend local events, fairs, or farmers' markets in a t-shirt with a QR code ironed on the front and back. It'll generate

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

curiosity and give you a chance to talk to people or send them to a lead magnet based landing page.

6. **Word of Mouth:** Tell everyone you know about what you're offering. Friends, family, and acquaintances can be a great source of leads. Tell them to tell their friends too. Most of them won't but occasionally a conversation may pop up where your name is mentioned and that can turn into a lead.
7. **Social Media:** Use platforms like Facebook, Instagram, YouTube, Tik Tok, and LinkedIn. Share what you're up to, post helpful content, and engage with your audience. Remember, it's all about building relationships! High Value + High Volume = Success.
8. **Referral Programs:** Encourage your current clients or customers to refer others to you. Team up with a local coffee shop to cross promote, have them donate a small gift card and offer it as a small thank-you gift or discount in exchange for help.
9. **Online Communities:** Join forums or online communities related to your industry. Especially places where people ask questions like Quora. Engage in discussions, answer questions, and be helpful. Eventually those relationships will mature into business for you.
10. **Collaborate:** Partner with businesses or individuals that offer complementary services. This way, you both can refer clients to each other. Create freebies that you can exchange and offer to your own networks on each other's behalfs. Free stuff goes a long way!

No matter what your method, the key is to be genuine, helpful, and patient. Building trust takes time, but it's worth it in the long run. While these methods don't cost money, they do require time and effort. With dedication, a friendly disposition, and a growth attitude, you can definitely get leads without breaking the bank.



## Question 52.

# Does paying for leads work?

Just in case you're reconsidering going the "Only Free Leads" route I figured I'd throw this question in right here as a follow up. If you're asking this question then it's either one of two things. You're considering deploying some sort of marketing strategy that will cost you money or you're considering paying a third party company for leads that they have already found. I'll get to both but first let's talk about marketing strategy.

When it comes to the advantages of paying for leads via a marketing strategy, one of the most appealing aspects is the immediacy of results. Platforms like Google Ads or Facebook can start driving potential customers to your business almost as soon as your campaign goes live. This quick turnaround is especially valuable if you're looking for a rapid boost in leads.

Additionally, these paid platforms offer a level of precision that's hard to match. You can tailor your campaigns to target specific demographics, interests, or behaviors, ensuring your messaging and offer resonates with the right audience. This targeted approach is complemented by the scalability of paid campaigns. If you strike gold

## REAL ESTATE MARKETING

with a particular ad strategy, it's relatively straightforward to increase your budget and amplify your results.

And, of course, there's the benefit of measurability. With detailed analytics at your fingertips, you can track everything from click-through rates to return on investment, making it easier to refine your strategies based on hard data. The visibility offered by paid ads can't be understated either. Your business can secure prime spots on search results or social media feeds, ensuring you capture the attention of potential leads.

However, like all strategies, paying for leads with some sort of advertising isn't without its challenges. The cost is the most evident hurdle. Especially in competitive sectors, advertising expenses can escalate quickly, putting a strain on your marketing budget. And while you might see an influx of leads, there's no guarantee of their quality. Some might be mere window shoppers, (all puns intended) while others might not align with your ideal customer profile.

We've touched on this already but I can't overstate that over-reliance on paid leads presents a big challenge. If your entire lead generation strategy hinges on paid advertising, any sudden increase in ad costs or unexpected changes in platform algorithms can throw a wrench in your plans. There's also the risk of ad fatigue. If potential customers keep seeing the same ads, they might start to tune them out, diminishing the effectiveness of your campaigns. And, unlike organic lead generation methods that can continue to bear fruit long after the initial effort, the flow of paid leads dries up the moment you stop funding the campaign.

While paying for leads through your own advertising efforts offers a host of benefits, from immediacy to precision targeting, it's essential to be mindful of the associated challenges. A balanced approach, combining both paid and organic strategies, often yields the best results. Especially if you're not an expert in it. It takes time to develop the necessary skills for the scientific marketing strategies that I've covered so far, so you have to be patient with yourself or have realistic expectations for the company you hire.

Keeping in mind the methods and strategies we've already covered here are some suggestions that may be beneficial for you to experiment with:

### For Buyers:

1. **Google Ads (Pay-Per-Click):** Use long-tail keywords that buyers might use when they're close to making a decision, like "3-bedroom homes near [specific school district]."
2. **Facebook & Instagram Ads:** Create carousel ads showcasing a virtual tour of properties. This interactive format can engage potential buyers more effectively.
3. **Retargeting Ads:** Segment your audience based on the properties they viewed. Show them similar properties they might have missed, creating a personalized experience.
4. **LinkedIn Ads:** Target professionals relocating for work. Offer content that helps them understand the local real estate market.
5. **YouTube Video Ads:** Create "day in the life" videos showcasing neighborhoods. It gives potential buyers a feel for the community, not just the property.
6. **Display Ads on Real Estate Portals:** Instead of just showcasing properties, offer free e-guides or webinars about the buying process in your specific area.

### For Sellers:

1. **Google Ads (Pay-Per-Click):** Target keywords sellers might use when they're in the research phase, like "best time to sell a home in [your city]."
2. **Facebook & Instagram Ads:** Use testimonial ads from past clients. Real stories from real people can be more convincing than standard property ads.

## REAL ESTATE MARKETING

- 3. Retargeting Ads:** If someone visited your "Sell with Us" page but didn't convert, retarget them with content that addresses common seller concerns, like "How to prep your home for sale."
- 4. LinkedIn Ads:** Target individuals in executive roles or those who've recently been promoted. They might be considering upgrading their homes.
- 5. YouTube Video Ads:** Offer home staging tips or DIY home improvement ideas. It positions you as an expert and can attract sellers looking to maximize their home's value.
- 6. Direct Mail Campaigns:** Instead of generic postcards, send out personalized market reports showcasing recent sales in their neighborhood.

The key to these approaches is understanding the mindset of your target audience. By addressing their specific needs and concerns in creative ways, you can stand out in a crowded market and effectively generate quality leads. Now, when it comes to paying someone else for their leads there's a few things to consider.

Paying other businesses for real estate leads is a common practice in the industry. There are businesses out there dedicated to collecting information through a number of unique strategies ranging from free reports to webinars. The curious part about this strategy is that you can deploy similar ones for yourself. If you want to skip the work and pay someone else for their contacts there are a number of ways you can go about doing that.

Here's a quick outline of the types of businesses you might partner with:

- 1. Lead Generation Companies:** These are firms that specialize in gathering and selling leads. They often use online marketing techniques, like SEO and PPC, to attract potential buyers or sellers and then sell these leads to real estate professionals.
- 2. Real Estate Portals:** Websites like Zillow, Realtor.com, and Trulia offer advertising opportunities for agents. While you're

technically paying for ad space, you're essentially buying leads as interested parties will contact you through these platforms.

- 3. Relocation Companies:** These firms assist individuals and businesses in relocating employees. They often have clients who need to buy or sell homes quickly due to job changes.
- 4. Property Management Companies:** These companies manage rental properties. They can be a source of leads for investors looking to buy or sell rental properties.
- 5. Local Businesses:** Establishing partnerships with local businesses, like furniture stores or home improvement shops, can be fruitful. They can refer clients who might be in the market to buy or sell a home.

While paying other businesses for real estate leads can provide immediate access to potential clients, it's crucial to weigh the costs against the potential returns. Building strong relationships with these businesses and ensuring a mutual benefit can lead to a more successful and sustainable partnership. YOU should always be looking to create win-win-win scenarios in whatever strategy you're working on. Make sure you get something out of it, the business you work with benefits, and most importantly, your shared clients are served.

Here's the upside. One of the big perks of getting leads this way is that it's a real time-saver. Instead of starting from scratch, you're tapping into the reach of businesses that already have a foot in the door. Plus, many of these businesses do some of the legwork for you by pre-screening leads. That means you're more likely to chat with folks who are genuinely interested in buying or selling.

And let's not forget consistency. When you partner up with established entities, it's like having a steady stream of potential clients coming your way. It can be a real game-changer, especially during slower market periods.

But, as with most things, there's another side to the coin. The cost of buying leads can sometimes make you wince, especially if you're reaching out to big-name platforms or companies. And here's something else to chew on: you might not be the only one eyeing those leads. Other

## REAL ESTATE MARKETING

agents could be vying for the same contacts, making the race a bit crowded. If we're all being radically honest about it, not every lead you buy is going to turn into a sale.

That's why having a solid game plan for following up and building relationships is key. It's all about making the most of each opportunity. While buying leads can give you a head start, it's essential to weigh the pros and cons and decide if it's the right move for you.

## Question 53.

# How many leads does it take to make a sale in Real Estate?

The information you're about to learn comes with a warning. Simply being here reading this material already gives you a significant advantage over the average crowd so take it with a grain of salt. This should be used to give you a benchmark of what to expect if you're new and what to beat if you want to scale up.

Understanding the average number of leads required to secure a sale can be a cornerstone for effective budgeting and financial planning. If you're pouring money into advertising or lead generation platforms, you'll naturally want to see to it that every dollar spent is bringing value. By grasping your conversion rate, you can pinpoint how much you should invest to acquire a lead while still maintaining a healthy profit margin.

Guru's like to overcomplicate things to get you to pay you money when the reality is, the simpler the better. If you spend a dollar to get a customer you should make two back. If you want to know how to be more effective and efficient with your time and money, start tracking anything

## REAL ESTATE MARKETING

and everything you can think of. Make work project? Sure. But the only way you're going to know if the information you're tracking is important is if you watch how it affects the magical equation I just mentioned.

Money is replaceable but time is a precious commodity, especially for real estate professionals with all that you have to juggle. Recognizing how many leads typically convert to sales offers clarity on how to balance your time and money between lead generation and other pivotal tasks, such as property showings, handling paperwork, or diving into professional development.

Having a pulse on this metric will help you refine and optimize your strategies more effectively. If you're aware of the industry's average conversion rate and your figures are veering off course, it's a nudge that something might need a tweak. It could be an indication to revamp your follow-up process or reevaluate the efficacy of a particular advertising channel. Essentially, these numbers are like signposts guiding your business decisions. And without tracking them, you're flying blind into a mountain range.

Setting realistic expectations is another facet. The real estate landscape is peppered with highs and lows. By measuring your lead-to-sale ratio, you can anchor your expectations and navigate the industry's ebbs and flows with conviction. It's a comforting thought to know that even amidst a string of non-converting leads, a successful sale might be soon on the horizon.

Armed with data-driven insights, you can converse with potential clients with an added layer of confidence. For instance, if a seller is curious about your marketing tactics, you can offer answers rooted in data, explaining the rationale behind your chosen strategies and their effectiveness.

If you start tracking your efforts and progress, instead of shooting in the dark, you have a clearer picture of where to channel your resources, be it time, money, or effort. It also carves out a competitive edge in a bustling market, setting you apart from others who might be sailing solely on gut feelings. Plus, by consistently monitoring and dissecting your lead-to-sale ratio, growth opportunities emerge, spotlighting areas ripe for expansion or specialization. You'll see

something no one else can see and that gives you the advantage in the field.

### **So what are the numbers?**

As of this writing (*August 2023*) The National Association of Realtors® (NAR) estimates that the average real estate lead conversion rate is between 0.4% and 1.2%. This means that for every 100 leads, roughly 1 to 2 might result in a sale. However, it's essential to note that not all leads are created equal. The source of the lead plays a significant role in determining its quality and likelihood to convert.

What if you're starting from scratch? Well, let's say you're networking or doing cold outreach. The conversion rate might be lower than the industry average. This is because these leads haven't necessarily shown any interest in buying or selling a property. They might not even be in the market at all. That being said, the advantage of these methods is that they can lead to more personal connections, which can be nurtured over time. For instance, someone you meet at a networking event might not be ready to sell their home now, but they might think of you first when they are ready in the future.

But what about leads that come from Paid Advertising or Lead Companies? They may generate a higher volume of leads in a shorter amount of time, however, the quality of these leads can vary. For example, someone who clicks on a Facebook ad might be in the early stages of considering a property purchase, while someone who fills out a contact form on a property listing site might be more motivated to buy or sell. The key with paid advertising is to have a robust follow-up system. Quick responses and personalized communication can increase the chances of converting a lead into a sale. (Know who you're helping and what you're helping them with and map out their path before deploying ANY advertising.)

Let's say you decide to diversify your lead generation strategy. You attend local networking events, send out cold emails, and invest in Facebook ads. From networking, you gather 50 leads, but only 1 of them shows genuine interest in buying a property. From cold outreach, you contact 200 individuals, and 5 of them express some interest. From Facebook ads, you get 100 leads, with 10 of them actively looking for properties.

## REAL ESTATE MARKETING

In this scenario, you've gathered a total of 350 leads. Out of these, 16 are potential buyers. If we consider the industry average conversion rate, you might expect to make a sale with 1 or 2 of these leads. However, with diligent follow-up and excellent service, you might be able to increase that number significantly. It won't take much to beat the average.

Yes, the number of leads required to make a sale varies based on the lead source, the quality of the lead, and the agent's ability to nurture and convert the lead. That's why it's always a good idea to diversify lead generation strategies and continuously refine your approach based on results.

## Question 54.

# Can you generate leads organically?

There are definitely a lot of real estate agents who are very curious about leads. Where to get them, what they cost, how to get them for free, the list is endless. There are so many variations of these questions that it was difficult to pick and choose which ones specifically to address to make sure I bring you the most value in this book while also not seeming repetitive. With that in mind I find that those who ask this question don't mean "organically", rather, they mean free or cheap.

While I've addressed the free versus paid debate a great deal already it goes without saying, not all leads are created equally. Ignoring the "free" and "cheap" parts, I'd like to focus on the "Organic" element instead to make a few key distinctions that will help guide your marketing efforts.

When you say "Organic" I think: "How can my potential customers find me in a natural way that will allow me the opportunity to introduce myself, provide value, prove that I am an authority, get that

## REAL ESTATE MARKETING

person to like and trust me, and then do business with them without it feeling sleazy or salesy.” Is that what you thought? Great, because that’s what I’m going to expand upon in this section. (If you want the free stuff go back to [Question 51](#).)

So, to answer the question more directly, yes, it is possible to generate leads “*Organically*” in Real Estate through various methods, such as building a strong online presence, networking, hosting events, creating valuable content, and leveraging social media. As long as you remember a few rules you’re going to do just fine.

1. **Be Authentic:** Always be yourself. People can spot a fake from a mile away. Share your story, your passion, and why you’re in the real estate business. This helps people connect with you on a personal level. Besides, putting on a show takes way too much energy. Just be you.
2. **Provide Value First:** Remember the law of reciprocity. Before asking for anything, give something. This could be free advice, market insights, or home maintenance tips. When you offer value without expecting anything in return, people will naturally want to engage with you. Check out [Gary Veynerchuk’s “Jab, Jab, Jab, Right Hook”](#) for a deeper dive on this topic.
3. **Engage, Don’t Broadcast:** Instead of just posting content, engage with your audience. Respond to comments, ask questions, and start conversations. It’s like being at a party – you wouldn’t just talk about yourself the whole time, right? Go find the conversations and join them. Then, start them around your own brand and reap the rewards.
4. **Edu-tain:** Position yourself as an expert by sharing knowledge while also letting your personality shine. Host webinars, write blog posts, or create videos about the local real estate market and make it fun or interesting to be a part of. When people see you as a trusted source of information, they’re more likely to do business with you.
5. **Be Consistent:** Just like any relationship, consistency is key. Post regularly, update your audience about market trends, and always be there to answer questions. This shows you’re reliable. Create

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

a simple system for creating and posting content for your audience.

- 6. Ask for Feedback:** Don't be afraid to ask your audience what they want to see or learn about. This not only provides you with content ideas but also makes your audience feel valued and heard. Bonus points if you make the question the content!
- 7. Build a Community:** Create a space, like a Facebook group, where people can come together to discuss real estate. This fosters a sense of community and trust. Niche it down to the needs of the type of clients you work with.
- 8. No Pushy Sales Tactics:** Remember, it's not about making a quick sale. It's about building trust. So, avoid being too pushy or aggressive in your approach. If you want a refresher sales course [read Question 4 again](#).
- 9. Showcase Testimonials:** Let your happy clients do the talking. Share their stories and experiences. It's a natural way to show potential clients that you're trustworthy. Even better if it's in video format!
- 10. Stay Updated:** The real estate market is always changing. Make sure you're up-to-date with the latest trends and news. This not only helps you provide accurate information but also shows that you're dedicated to your craft. Set up Google alerts for your local market.

Organic marketing is a marathon, not a sprint. It might take time, but the relationships you build will be genuine and long-lasting. Stick to these rules, and you'll create a community of loyal clients who trust and value you. Now that you know the rules let's dive into actionables.

Here are some methods for generating leads organically online:

- 1. Content marketing:** Creating valuable and informative content on your website, blog, or social media channels to attract potential leads and establish your expertise in the industry.

## REAL ESTATE MARKETING

Here are the basic steps for a successful content marketing strategy:

- a. **Define your target audience:** Before creating content, you need to know who you're creating it for. Define your target audience, their needs, pain points, and interests.
  - b. **Research keywords:** Use keyword research tools to identify the keywords and phrases your target audience uses to search for information related to your niche.
  - c. **Plan your content:** Based on your keyword research and audience needs, plan your content topics, formats, and publishing schedule.
  - d. **Create high-quality content:** Create informative, engaging, and relevant content to your target audience. Use a variety of content formats, such as blog posts, videos, infographics, and social media posts.
  - e. **Optimize for Search:** Optimize your content for search engines by using the keywords you've identified, optimizing your headlines and meta descriptions, and including internal and external links.
  - f. **Promote your content:** Share your content on social media, email newsletters, and other relevant channels to attract more traffic to your website.
  - g. **Measure and analyze results:** Use analytics tools to track your content performance, such as website traffic, engagement, and lead generation. Use this data to improve your content marketing strategy.
2. **Search engine optimization (SEO):** Optimizing your website and existing content for search engines to improve your visibility and ranking in search results, making it easier for potential leads to find you.

Here is a step-by-step guide for optimizing your website for search engines:

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- a. **Keyword research:** Determine which keywords and phrases potential clients might use when searching for a Real Estate agent. These could include location-specific terms, property types, or specific services offered.
  - b. **On-page optimization:** Incorporate the chosen keywords into the website's content, including page titles, meta descriptions, headers, and body copy. It's important to use keywords in a natural, non-spammy way.
  - c. **Local SEO:** Optimize for local search by including the agent's location and contact information on the website and claiming and optimizing their Google My Business listing.
  - d. **Link building:** Acquire high-quality backlinks to the website from reputable sources. This can be done by creating valuable content that others will want to link to or by reaching out to relevant websites and asking for a link.
  - e. **Content creation:** Continually create and publish high-quality content relevant and valuable to the target audience. This can include blog posts, infographics, videos, and other types of content.
  - f. **Website speed and usability:** Ensure the website is fast, easy to navigate, and mobile-friendly. This can improve user experience and search engine rankings.
  - g. **Analytics and tracking:** Regularly monitor website traffic and search engine rankings, and use analytics tools to identify areas for improvement and track progress over time.
3. **Social media marketing:** Utilizing social media platforms to connect with potential leads, share your content, and engage with your audience.

## REAL ESTATE MARKETING

Here are the steps to do social media marketing for a Real Estate agent:

- a. **Choose the right social media platforms:** Many social media platforms are available, but not all may be suitable for your Real Estate business. Research which platforms your target audience is most active on and focus on those.
  - b. **Create a social media strategy:** Determine what type of content you will post and how often. Develop a content calendar to help you plan and organize your posts.
  - c. **Optimize your profiles:** Make sure your profiles are complete and optimized with relevant keywords, images, and contact information.
  - d. **Share valuable content:** Post useful and engaging content your audience will find interesting. This can include property listings, market updates, tips for home buyers and sellers, and local news.
  - e. **Engage with your audience:** Respond to comments and messages in a timely manner and participate in conversations. This helps build trust and strengthens your relationships with your audience.
  - f. **Use social media advertising:** Consider using social media advertising to reach a larger audience and promote your listings.
  - g. **Track and analyze your results:** Use analytics tools to track your social media performance and adjust your strategy accordingly.
4. **Email marketing:** Building an email list of potential leads and sending targeted and personalized emails to nurture your leads and move them through the sales funnel.

Here are some steps to follow for email marketing in Real Estate:

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- a. **Build your email list:** Start by collecting the email addresses of people interested in Real Estate. You can do this through your website, open houses, networking events, or by offering something of value in exchange for your email address.
  - b. **Choose an email marketing service:** There are many email marketing services available, such as Mailchimp, Constant Contact, and Campaign Monitor. Choose one that suits your needs and budget.
  - c. **Create a compelling email template:** Design an email template that is visually appealing and reflects your brand. Use attention-grabbing subject lines and personalized content that speaks directly to your audience.
  - d. **Segment your email list:** Divide it into smaller groups based on their interests, location, or previous interactions with your business. This allows you to send targeted and relevant content to each group.
  - e. **Plan your email campaign:** Decide on the frequency and content of your emails. Plan ahead for upcoming events or promotions, and create a schedule for when you will send each email.
  - f. **Measure and analyze your results:** Use the analytics provided by your email marketing service to track the performance of your email campaigns. This will help you understand what works and what doesn't and make adjustments accordingly.
  - g. **Keep your list up to date:** Regularly clean your email list by removing inactive subscribers and ensuring that your contact information is up to date.
5. **Networking and referrals:** Building relationships with other professionals in the industry and asking for referrals from satisfied clients to generate new leads.

## REAL ESTATE MARKETING

Here are some steps for networking and referrals for Real Estate agents:

- a. Identify your target audience:** Determine who your ideal clients are based on age, income level, location, and housing needs.
- b. Build your network:** Attend industry events, join local organizations, and participate in community activities to meet potential clients and referral partners.
- c. Develop relationships:** Establish rapport with people in your network by showing a genuine interest in their business and personal lives.
- d. Provide value:** Offer helpful information, resources, and advice related to Real Estate to position yourself as an expert.
- e. Ask for referrals:** Ask satisfied clients and referral partners for introductions to their friends, family, and colleagues who may be in the market for Real Estate services.
- f. Follow up:** Stay in touch with your network by sending regular updates, newsletters, and helpful tips related to Real Estate.
- g. Express gratitude:** Always thank those who refer business to you and consider offering a token of appreciation, such as a gift card or referral fee.

Each of these methods can be effective for generating leads organically, and I'm sure you get it by now but just to be sure, it's often best to utilize a combination of strategies to reach a wider audience and maximize your results.

## Question 55.

# What stages are there for leads in Real Estate marketing?

Understanding these stages in real estate marketing is akin to having a map for a treasure hunt. When you know where potential clients are in their journey, you can offer a personalized approach. It's all about giving the right attention at the right time.

Would you give all of your friends and family the same birthday present? Probably not. What you would do is you'd tailor it to their specific personality and make sure that it suits them based on a number of different things that you know about them. Right? Well, the same goes for potential clients; knowing what stage they're at lets you offer them exactly what they need.

Another big advantage of understanding what stage someone is at is that it aids in the efficient use of your time and resources. Instead of casting a wide net and hoping for the best, you can focus your energy and resources on strategies that match each stage and in turn, each

## REAL ESTATE MARKETING

prospect. A personalized approach ensures you're not wasting time or money on efforts that won't resonate with who you want to serve.

So what exactly are the stages and what can you do with this knowledge? Let's crack open the egg and find out! In Real Estate marketing, there are generally three stages for leads, which are:

- **Top of Funnel (COLD):** This is the awareness stage, where leads are identified and entered into your sales funnel. At this stage, the leads may have little or no knowledge about the Real Estate market or the property buying/selling process.
  - They may have just started their search for a property
  - They may be unfamiliar with the market and may be looking for general information
  - They may be looking for guidance and advice
  - They may have bad credit and need some help
  - They may think they can do things on their own
  
- **Middle of Funnel (WARM):** At this stage, leads are considering buying or selling, and they are looking for more information to help them make a decision. The leads are often looking for a Real Estate agent to work with and are starting to research and compare different options.
  - They may have identified specific properties they are interested in
  - They may have started to narrow down their search to specific neighbourhoods or areas
  - They may be starting to look for more detailed information about properties and the buying process
  - They may be reluctant to work with anyone yet preferring to browse first
  - They may have had positive or negative experiences with a realtor already
  
- **Bottom of Funnel (HOT):** This is the decision-making stage, where leads are ready to take action and make a purchase or sale. At this stage, the leads may be ready to hire a Real Estate agent and may be looking for a specific property or interested in selling their own.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- They may have identified a specific property they want to purchase
- They may have already pre-qualified for a mortgage or have cash on hand to make a purchase
- They may be actively seeking out a Real Estate agent to help them close the deal
- They are clear in what they want and how they want to proceed
- They have specifically mentioned that they're ready to buy or sell right away
- They may be in challenging financial situations

Understanding these stages will help you tailor your marketing and sales strategies to each stage of the funnel to convert leads into clients better. By addressing the specific needs of your leads at the stage you find them, you build stronger relationships.

Talking to your prospects in the language that best serves the stage they're in is a clear signal that you're tuned into their needs, which quickly fosters trust and loyalty. This not only turns *potential* clients into *actual* clients but can also transform them into long-term advocates for your services. Especially if they have a remarkable experience with you.

Tailoring your approach to each stage also means higher conversion rates. It's like fishing; using the right bait increases your chances of catching the fish you're after. And in the competitive world of real estate, understanding these stages gives you an edge. While many agents might opt for a one-size-fits-all approach, you're a step ahead, offering a service that's more personalized and effective.



## Question 56.

# What are the six types of basic sales leads?

Categorizing your leads is a dangerous game. Create too many buckets and you'll have a heck of a time taking care of each of them. But being too general also leaves you at a disadvantage because your messaging is going to be unrelatable and dry. This is why it's valuable to understand the most helpful ways of arranging your "Buckets" when it comes to your leads. We just covered the stages of leads but that's just a starting point. Each of those stages could be full of a variety of different people in a wide array of circumstances. That's why this question made the cut.

Breaking down your funnel stages even further can help you tailor your marketing strategies and messaging more effectively so let's dive deeper into each stage:

- 1. Top of Funnel (Cold Prospects):**

## REAL ESTATE MARKETING

Remember, these are the folks who might not know much about you or what you offer. They're just getting their feet wet.

### a. Awareness Stage:

**Description:** People who've just discovered your brand or services.

**Strategy:** Share educational content, like blog posts or videos about the real estate market.

**Messaging:** "Discover the latest trends in the housing market."

### b. Interest Stage:

**Description:** They've shown some interest, maybe by following you on social media or subscribing to your newsletter.

**Strategy:** Engage them with quizzes, polls, or interactive content.

**Messaging:** "What's your dream home? Take our quiz!"

## 2. Middle of Funnel (Warm Prospects):

A little warmer now, these folks have interacted with you a bit in real life or online and are considering their options.

### a. Consideration Stage:

**Description:** They're actively thinking about buying or selling but haven't committed yet.

**Strategy:** Offer webinars, case studies, or client testimonials.

**Messaging:** "See how we helped Jane find her dream home in just 30 days!"

### b. Evaluation Stage:

**Description:** They're comparing you to other agents or agencies, weighing the pros and cons.

**Strategy:** Share comparison charts, detailed guides, or free consultations.

**Messaging:** "Why choose us? Here's how we stand out."

**3. Bottom of Funnel (Hot Prospects):**

And finally, these are the folks ready to make a move, and they just need that final nudge.

**a. Intent Stage:**

**Description:** They're very close to making a decision, maybe even reaching out for more info.

**Strategy:** Offer exclusive deals, limited-time offers, or personalized property recommendations.

**Messaging:** "Exclusive deal! Get a free home evaluation this week only."

**b. Decision Stage:**

**Description:** They're ready to sign on the dotted line and work with you.

**Strategy:** Make the process easy with clear calls to action, streamlined paperwork, and immediate follow-ups.

**Messaging:** "Let's make it official! Start your home journey with us today."

By breaking down each funnel stage further, you can create super-targeted marketing campaigns that speak directly to where each lead is in their journey. You'll be able to craft your messaging and intentionally develop your creative media to specifically target each of these stages making your marketing laser focused.



## Question 57.

# What is a reasonable price to pay per Real Estate lead?

A common theme you're sure to have noticed by now is that things vary from person to person and strategy to strategy. It's risky to try to put things all in one basket so keep that in mind as we proceed. Simply put, it's reasonable to spend any amount of money that is recoupable by the commission you make from closing a deal so long as you're satisfied with the difference being your profit.

It will get a bit deeper than that but that is the essence of what we're talking about. First let's gain some clarity around some common terminology used in this space. What is "Cost Per Lead" (CPL) and why is it important? CPL is a pricing model for digital marketing where the cost of an ad campaign is based on the number of leads it generates. To calculate CPL, you divide the total amount spent on your real estate marketing campaign by the number of leads generated. For example, if you spend \$1,000 on a Google ad and generate 20 new leads, your CPL is \$50.00.

## REAL ESTATE MARKETING

While CPL is a critical metric, it's essential to also consider Cost Per Close, which looks at how much you spend from the beginning to the end of a transaction. This metric gives a more comprehensive understanding of your ROI. So how can you use this information to start making your own calculations?

**Here's the magic formula:**

$$\begin{aligned} &(\text{Cost To Acquire Client} + \text{Cost To Serve Client}) \\ &\quad - \textit{What You Earn From Client} \\ &= \text{Your Profit} \end{aligned}$$

As long as your profit is larger than your costs you're in business.

The thing is, "Reasonable" is subjective. The cost per lead can vary depending on several factors, such as the lead source, the location, the competition, and the quality of the lead but none of that matters if you're not armed with the right tools to make good decisions about your business. Further to that, in some cases you can risk commoditizing yourself. As we touched on in **Question 33** you risk a battle of "Who's willing to pay more"

As a general rule of thumb, real estate leads can cost anywhere from a few dollars to a few hundred dollars each. That's why it's essential to consider the Lifetime Value (LTV) of a client and your conversion rate when determining the acceptable cost per lead. This is how much that client is worth to you over the span of a much longer data set.

Let's say you acquire a customer and it costs you \$20 for the lead, \$150 on gas and time to set up the deal, \$1,000 to stage the property, \$200 to get photography and flyers printed, \$300 on the open house, and you spend another \$500 to market their property on Facebook until it finally sells. Your cost for this deal is \$2,170. If you earn a commission of \$8,000 your profit is \$5,830. That's about 3 times your money. Do you think that's worth the investment?

Imagining it was an average deal and they weren't specifically thrilled with your performance or the time it took to sell the house let's say you never hear from them again. You've still tripled your money. What if they call you a year from now ready to sell and move up and they want you to broker both deals? You'd earn double the commission and spend

almost half as much. Now you've more than 7 x'd your money with half the investment. Worth it now?

If it's the stats you're looking for, most agents aim for a cost per lead that is less than 10% of the average commission earned from a closed deal. But are you looking to be average? Seeing how our hypothetical played out, wouldn't it make sense to do a little more? Go a little further? Perhaps, wow your clients knowing that your LTV is going to increase in a very short period of time?

Ultimately, the most affordable way to acquire leads will depend on your specific market and target audience. It may be necessary to experiment with different methods to determine what works best for you. But more than that, figure out what your end game is and use this as ammo while you're shooting at your goals.

As you can see, the cost per lead in real estate varies widely based on a number of factors, including the platform used, the target demographic, and the specific market conditions. It's essential to consider both the upfront cost and the potential ROI when evaluating the effectiveness of different lead sources. What works for you might not work for others. What works when you start won't work when you're scaling. Be prepared to be flexible and test everything you can think of.



## Question 58.

# Where do most people search for Real Estate?

You know the answer to this question already. In today's digital age, most people search for Real Estate online. According to the National Association of Realtors (NAR), 97% of home buyers use the Internet to search for homes, making it the most common way people search for Real Estate. Some of the most popular online platforms for searching for Real Estate include Real Estate websites such as Zillow, Realtor.com, and Redfin, as well as social media platforms such as Facebook and Instagram.

If everyone is online, where specifically are they going to make their inquiries? Here's some not so surprising statistics from the National Association of REALTORS® that may offer us some insights on that front:

- **The Whole Internet:** 51% of buyers found the home they purchased online through their own search. This highlights the importance of having a strong online presence, whether it's through property listing sites, your own website, or social media

## REAL ESTATE MARKETING

platforms. To give you the advantage, here's a list of the top 5 places on the internet people go to search for properties. Make sure you're there.

- **Zillow:** This platform is a favorite for many because of its user-friendly interface and comprehensive property details. Plus, their Zestimate feature gives a quick home value estimate.
- **Realtor.com:** Trusted by many, this site offers accurate and up-to-date listings directly from the Multiple Listing Service (MLS). It's a go-to for those who want real-time information.
- **Redfin:** Not only is it a listing site, but Redfin also offers brokerage services. Their map search and neighborhood insights are super handy.
- **Trulia:** This site stands out with its detailed neighborhood insights, helping potential buyers get a feel for the community vibes.
- **Facebook Marketplace:** While it's not a traditional real estate platform, many people are turning to Facebook Marketplace to find property listings. It's especially popular for rentals and private sales.

By understanding and leveraging these platforms, you can ensure your properties get the visibility they deserve. Whether it's through these property listing sites, your own website, or other social media platforms, being online is key.

- **Real Estate Agents:** 29% of buyers found their home through a real estate agent. This underscores the value of building strong relationships and networks as an agent. Go to open houses, networking events, and everything else you can possibly do to make connections. 29% is a lot.
- **Yard Signs/Open House Signs:** 4% of buyers discovered their home this way. Traditional methods like signage still play a role in the home search process. It looks like you shouldn't rely on this

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

as a means to sell the home. It's more like a lighthouse for people who are meeting you there after finding the listing online or having another agent bring them. (*Which hints at a [totally different strategy altogether](#)*)

- **Friends, Relatives, or Neighbors:** 10% of buyers got information about their home from people they know. Word of mouth remains a powerful tool in real estate. Community events may prove to be a fruitful source of a few deals through the course of a year.
- **Home Builders or Their Agents:** Surprisingly, only 1% of buyers found their home this way.
- **Directly from Sellers/Knew the Sellers:** 5% of buyers found their home this way, emphasizing the occasional success of the For Sale By Owner (FSBO) approach.
- **Print Newspaper Advertisement:** Less than 1% of buyers found their home through this method, indicating the declining influence of print media in the real estate search. Don't run print ads. It only boosts your ego and eats at your bottom line. In fact, any legacy media might not be a sound investment.

There were some other interesting statistics about for sale by owners that we can learn a lot from. The methods they use to market their homes include:

- Friends, relatives, or neighbors: 28%
- Yard signs: 20%
- Third-party aggregators: 19%
- Social networking websites: 17%
- For-sale-by-owner websites: 3%
- Open houses: 3%
- Online classified ads: 3%
- Multiple Listing Service (MLS) Website: 3%
- Other real estate listing websites: 1%
- Video hosting websites: 1%

## **REAL ESTATE MARKETING**

It's clear that the internet plays a significant role in today's real estate search, but traditional methods and personal connections still hold value. Tailoring your marketing strategies to cater to these channels can help you reach a broader audience.

## Question 59.

# Do salespeople generate leads?

The short answer is yes, salespeople can generate leads by actively prospecting and networking, asking for referrals, and leveraging their personal and professional networks. Should they, is another question but we'll get to that in a minute. A salesperson's role is to sell. If they're spending their time looking for someone to sell to, it's most likely not a valuable employment of their time.

It would serve them for you to have a marketing system in place that was bringing in a pipeline of inbound leads for the salesperson to talk to. That would be a much more efficient way to approach your sales system. A salesperson's role *SHOULD* be to nurture leads brought in through inbound marketing efforts. The salesperson that you employ (or yourself if you're independent) needs a system in place to make sure their efforts are tracked and measured.

Not because you're some over-controlling boss with raging OCD. More because you as the leader need a way to help them optimize their efforts and achieve success. Their success equals your success. (Or your success is dependent on you tracking your efforts so you're efficient

## REAL ESTATE MARKETING

with your efforts to optimize your sales system.) What would something like that look like? You're in luck, I have a framework for that.

Lead Qualification Process for Sales People Who Want To Optimize Their Systems. (*A little wordy, I know, it's a working title.*)

### 1. Initial Contact & Identification:

- a. **Source Identification:** Determine where the lead came from (e.g., online ad, referral, social media, etc.).
- b.
- c. **Stage Identification:** Based on their interaction level, categorize them as Top of Funnel (Cold), Middle of Funnel (Warm), or Bottom of Funnel (Hot).

### 2. Top of Funnel (Cold Prospects):

#### a. Awareness Stage:

- i. **Goal:** Establish your expertise and create intrigue.
- ii. **Approach:** Use the Jeremy Miner technique to introduce yourself. For instance, "You know how some people struggle with understanding the real estate market? Well, I help them navigate it with ease."
- iii. **Response:** If they show interest or ask broad questions, it's a sign they're just being polite. If they ask specific questions, proceed to the next stage.

#### b. Interest Stage:

- i. **Goal:** Deepen their interest and engagement.
- ii. **Approach:** Offer them interactive content like a quiz about their property preferences.
- iii. **Response:** Gauge their interest based on their engagement with your content. If they're responsive, move them to the Middle of Funnel.

### 3. Middle of Funnel (Warm Prospects):

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

### a. Consideration Stage:

- i. **Goal:** Showcase your success stories and expertise.
- ii. **Approach:** Share testimonials or case studies of past clients.
- iii. **Response:** If they express a genuine interest in your services, proceed to the Evaluation Stage.

### b. Evaluation Stage:

- i. **Goal:** Position yourself as the best choice.
- ii. **Approach:** Offer comparison charts or detailed guides that highlight your unique selling points.
- iii. **Response:** If they seem convinced of your value proposition, move them to the Bottom of Funnel.

## 4. Bottom of Funnel (Hot Prospects):

### a. Intent Stage:

- i. **Goal:** Offer them a compelling reason to choose you.
- ii. **Approach:** Present exclusive deals or personalized property recommendations.
- iii. **Response:** If they express a desire to avail of your offers or services, proceed to the Decision Stage.

### b. Decision Stage:

- i. **Goal:** Seal the deal.
- ii. **Approach:** Simplify the process for them with clear calls to action and prompt follow-ups.
- iii. **Response:** If they're ready to commit, move to the Commitment Stage.

## 5. Commitment Stage:

- a. **Goal:** Finalize the agreement.
- b. **Approach:** Use the commitment questions provided in the script to ensure they're fully on board.
- c. **Response:** If they're ready, have all the necessary paperwork (or digital equivalent) prepared for them to sign.

### During A Sales Call:

1. **Connection Phase:** Start with an intriguing introduction *using this technique*. If they ask the right questions, move forward. If not, end it fast.
2. **Unpacking Stage:** Ask situational, problem-aware, and solution-aware questions to understand their needs and concerns. End it if they don't open up to you.
3. **Transition Stage:** Summarize their main logical and emotional problems, ensure your understanding is correct, then transition to the Presentation Stage *ONLY* if they ask.
4. **Presentation Stage:** *Briefly* explain your process using a concise framework. Address their questions and concerns and overcome any objections.
5. **Commitment Stage:** Secure their commitment and finalize the agreement.

This process is designed to help your salespeople systematically identify, qualify, and nurture leads based on their stage in the sales funnel. It incorporates the lead sources, stages, and the sales script we've already covered to ensure a cohesive and effective approach. If you monitor your effectiveness at each stage you'll have a crystal clear perspective on what's working and what's not. If you write it down you'll be even better for it. It's hard to remember every single call you have.

Various tools can help you implement a systematic approach to sales, such as customer relationship management (CRM) software, sales automation software, and lead generation tools. The best tool for your business will depend on your specific needs, budget, and goals. It's essential to research and compare different options to find the one that best fits your requirements.

## Question 60.

# What is a good number of leads per day?

No specific number of leads per day is considered "good" as it can vary greatly depending on factors such as the size of your target market, your marketing strategies, your conversion rates, and most importantly, your desired outcome. This isn't the question you actually want an answer to but more on that later.

First, let's break it down a bit. If you want to know what a good number of leads is for you or your team we need to establish a foundation for you to build upon.

1. **What Are Your Goals:** To start, think about what you're aiming for. Are you looking to sell 10 houses a month or 50? Your lead goal will change based on that.
2. **Go For Quality Over Quantity:** It's better to have 5 leads that are super interested than 50 who aren't really sure. So, focus on getting good quality leads.

## REAL ESTATE MARKETING

3. **What's Your Capacity:** If you're a one-person show, handling 100 leads a day might be overwhelming. But if you have a team, you can manage more.
4. **What's The Industry Average:** Not that this should be a rule by any means but if you insist on knowing, in the real estate world, many agents aim to work with around 5-10 solid leads per day. But remember, this can vary based on your goals, location, and market.

It is necessary to focus on generating high-quality leads that are more likely to convert into clients rather than simply aiming for a certain number of leads per day. It's also essential to track your metrics and adjust your strategies as needed to give you confidence that you're getting the best possible results. As an exercise to better understand what you're working with, let's play it out on paper so you have an idea of what to expect from yourself.

Here are some scenarios that break down lead numbers based on a couple different "desired income levels": (*I realize there are several other ways to baseline these scenarios but I chose income because I think it will resonate with most of you reading this. If you have another motivator you'd like to substitute, feel free to crunch your numbers in a similar fashion.*)

### 1. Scenario 1:

#### a. Determine Your Commission per Sale:

First, we need to know how much you earn from each sale. Let's say the average home price in your area is \$250,000. If you get a 3% commission on each sale, you'd earn \$7,500 per sale.

#### b. Calculate Number of Sales Needed:

To earn \$100,000 a year at \$7,500 per sale, you'd need:  
 $\$100,000 \div \$7,500 = 13.33$ , or roughly 14 sales a year.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

### c. Determine Qualified Leads Needed:

Since 1 out of 10 qualified leads becomes a client, you'd need:

14 sales x 10 qualified leads = 140 qualified leads a year.

### d. Calculate Total Cold Leads Needed:

If 1 out of 10 cold leads becomes a qualified lead, then:

140 qualified leads x 10 cold leads = 1,400 cold leads a year.

### e. Break It Down Daily:

If we assume you work 5 days a week and take 2 weeks off for vacation, you'd work about 250 days a year. So:

1,400 cold leads ÷ 250 days = 5.6, or roughly 6 cold leads a day.

So, to hit your goal of \$100,000 a year, you'd want to talk to about 6 cold leads every day. Remember, these are just ballpark figures, and real-life can be a bit different. But this gives you a starting point!

## 2. Scenario 2:

### a. Determine Your Commission per Sale:

First, we need to know how much you earn from each sale. From our previous chat, if you get a 3% commission on a \$250,000 home, you'd earn \$7,500 per sale.

### b. Calculate Number of Sales Needed:

To earn \$1,000,000 a year at \$7,500 per sale, you'd need:

$\$1,000,000 \div \$7,500 = 133.33$ , or roughly 134 sales a year.

### c. Determine Qualified Leads Needed:

## REAL ESTATE MARKETING

Since 1 out of 10 qualified leads becomes a client, you'd need:

134 sales x 10 qualified leads = 1,340 qualified leads a year.

### d. Calculate Total Cold Leads Needed:

If 1 out of 10 cold leads becomes a qualified lead, then:  
1,340 qualified leads x 10 cold leads = 13,400 cold leads a year.

### e. Break It Down Daily:

If we assume you work 5 days a week and take 2 weeks off for vacation, you'd work about 250 days a year. So:  
13,400 cold leads ÷ 250 days = 53.6, or roughly 54 cold leads a day.

So, to hit your goal of \$1,000,000 a year, you'd want to chat with about 54 cold leads every day. Or increase your commission size by working with clients who are buying or selling higher priced homes. *Pick your poison carefully!*

*\*Please Note: These calculations are based on how many leads per day you would need assuming that you can convert 1 out of 10 cold leads to a qualified lead and 1 out of 10 qualified leads into customers. Also, the income is pre tax.*

There is a simple formula you can use if you want to play around with some numbers on your own. Here's what I'm using to calculate these scenarios:

$$\text{Cold Leads Daily} = \frac{((\text{Desired Annual Income} / \text{Commission per Sale}) \times 10 \times 10)}{\text{Number of Desired Working Days}}$$

Everyone's desires and willingness to work towards them are different. That's why it's important to get clear on your goals and reverse engineer your path. If you know where you want to be it's going to be much easier to get there. Just saying I want to make money and help

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

people will leave you in a hay fog of confusion. If you want to change your weather all you have to do is crunch some numbers.



## Question 61.

# What are the 4 types of Real Estate agents?

If you're asking a question like this odds are, you're new to the space or thinking about getting into it. If that's the case, understanding the differences in the four types of agents is essential to your success. Each of the types have their own perks and drawbacks that require some careful consideration so take your time with this and play them out so you have a clear picture of how you want to move forward.

By understanding the nuances of each position, you can decide which one aligns best with your strengths, interests, and long-term aspirations. For example, if the idea of helping people find their dream homes excites you, then the role of a buyer's agent might be right up your alley. On the other hand, if you're someone who thrives on managing details and ensuring processes run smoothly, the role of a transaction coordinator could be a better fit.

Building trust with clients is another significant aspect. When you're transparent about your role and its boundaries, it sets the right

## REAL ESTATE MARKETING

expectations with clients. This clarity is invaluable in building trust, which, as you might know, is the bedrock of any successful real estate relationship.

Then there's the matter of avoiding conflicts of interest. This is especially pertinent in the case of dual agents. By understanding the potential challenges and ethical considerations associated with each role, you're better equipped to act in the best interest of your clients at all times.

As you progress in your career, you might contemplate switching roles or even taking on multiple roles simultaneously. Being well-versed in the differences between each role allows you to make informed decisions about further training, certifications, or areas of specialization that you might want to pursue.

Collaboration is another key aspect of real estate. Whether you're co-listing a property or working alongside another agent representing a different party in a transaction, having a clear understanding of each role ensures that collaborations are smooth and effective. Different roles come with varying responsibilities and being clear on these nuances can be instrumental in steering clear of potential danger.

In essence, a deep understanding of the differences in agent roles not only sets you up for success but also ensures that you navigate the real estate landscape with confidence, effectiveness, and integrity. So let's take a look at what each of the roles are and what corresponding pros and cons exist.

### 1. Listing (or Seller's) Agent:

- **Your Role:** You'll be working closely with homeowners who want to sell their property. You'll advise them on pricing, staging, and marketing to attract potential buyers.
- **Pros:** You can earn a good commission if the property is high-value or in a hot market. Plus, if you're great at negotiations and presentations, this can be a rewarding role.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- **Cons:** It can be challenging if the property doesn't sell quickly or if the market is slow. You might also have to invest in marketing the property.

### 2. Buyer's Agent:

- **Your Role:** You'll assist people looking to buy a home. This means understanding their needs, showing them properties, and guiding them through the buying process.
- **Pros:** It's rewarding to help someone find their dream home. Plus, buyers are often eager and excited, which can make the process enjoyable.
- **Cons:** It can be time-consuming. You might visit many properties before your client finds the right one. Also, deals can fall through if financing doesn't get approved.

### 3. Dual Agent:

- **Your Role:** You'll wear two hats, representing both the buyer and the seller. It's a delicate balance to ensure both parties feel they're getting a fair deal.
- **Pros:** Potentially double the commission since you're handling both sides of the transaction.
- **Cons:** It can be tricky managing both parties' interests. There's also a higher risk of conflicts and potential legal issues.

### 4. Transaction Coordinator (or Facilitator):

- **Your Role:** You'll focus on the administrative side, ensuring all paperwork is in order and deadlines are met.
- **Pros:** It's less sales-focused, so if you're detail-oriented and love managing processes, this is a great fit. It also offers more consistent work.
- **Cons:** The commission might be lower than the other roles, and it's less about building relationships and more about managing details.

## **REAL ESTATE MARKETING**

When choosing a path, consider your strengths, interests, and the kind of interactions you enjoy. Each role offers unique challenges and rewards. Whatever you decide, the world of real estate is exciting and ever-changing so don't feel like you're stuck in concrete. Be flexible and ready to adapt as you go down your path.

## Question 62.

# What is the most common type of agent in Real Estate?

As a continuation of the last question this one popped up frequently in the Google machine as well. The short answer is the most common type of Real Estate agent is a "dual agent" who represents both buyers and sellers in a transaction - where legal of course.

This is followed by "buyer's agents," who exclusively represent buyers, and "seller's agents," who exclusively represent sellers. The exact breakdown of agents may vary depending on the local Real Estate market and individual brokerage practices.

That said, if we're talking about roles, the Listing (or Seller's) Agent and the Buyer's Agent are the most prevalent in most markets. These two roles form the backbone of most real estate transactions:

In many markets, especially where real estate activity is high, you'll find a roughly equal number of these two types of agents. However, the exact

## **REAL ESTATE MARKETING**

prevalence can vary based on the local market conditions, economic factors, and even regional preferences.

## Question 63.

# What are the three keys to sales in Real Estate?

There are a ton of “Keys” from a number of different perspectives when it comes to sales. Which ones work for you and which ones work for me are going to be very different mainly because we have different personalities.

Something you may want to consider is looking into a more personality based sales system to help you gain some clarity around how you can maximize your impact by identifying how to speak to different types of people. But before we take a dive into a complex idea like that, first, let’s examine some of the more basic concepts.

In the dynamic world of real estate, while there are many factors that contribute to success, the following three keys often stand out when it comes to sales:

- 1. Relationship Building:**

## REAL ESTATE MARKETING

Real estate is a people-centric business. Building strong, genuine relationships is at the heart of it. This means not only forming connections with clients but also with other agents, lenders, inspectors, and anyone involved in the real estate process. Trust is the currency here. When clients feel you genuinely have their best interests at heart, they're more likely to work with you, refer you to others, and come back for future transactions.

Barbara Corcoran, known for her role on "Shark Tank" and as the founder of The Corcoran Group, emphasizes the importance of building relationships in her work. She often speaks about the value of personal connections, networking, and the human touch in real estate.

Another renowned real estate coach, Brian Buffini in his training programs heavily focuses on relationship-building techniques as well. He promotes the idea of "working by referral" and building a business based on strong relationships and trust. There are tons of ways to take action on this principle including things like organizing coffee meetups, lunches, or even webinars. This not only keeps you in touch with past clients but also allows them to introduce you to potential new ones.

A handwritten thank-you note or a birthday card can go a long way in making clients or colleagues feel special and remembered. You can get active in local community groups, chambers of commerce, or real estate associations if you want to tap into new social circles. It's a great way to network and build genuine relationships. And it goes without saying, ask for feedback. After a sale, ask clients for feedback. It shows you value their opinion and are always looking to improve.

### **2. Market Knowledge:**

Being well-versed with the local real estate market is crucial. This includes understanding current market trends, knowing the inventory (what's available, what's coming up), and being aware of pricing strategies. Clients look to agents as experts, hoping for insights that can't be easily found online. Whether it's advising a seller on the right listing price or helping a buyer spot a good deal, your knowledge can make a significant difference.

Gary Keller, the co-founder of Keller Williams Realty, is a big proponent of market expertise. His book, *"The Millionaire Real Estate Agent"* he emphasizes the importance of mastering your local market to provide unparalleled value to your clients. Another one of the top real estate coaches globally, Tom Ferry, often highlights the significance of understanding market trends, statistics, and leveraging that knowledge to guide clients effectively throughout his training programs.

Attend Workshops and Seminars and regularly update yourself on market trends, new laws, and industry changes. To stay informed you can subscribe to Real Estate Publications, blogs, or newsletters. Tour listings regularly in your area. This hands-on approach gives you a feel for the current market and inventory while allowing you to network and build your contact list. Use tools like the Multiple Listing Service (MLS) to study market trends, average sale prices, and inventory levels.

### 3. Effective Marketing and Presentation:

How you present a property can make or break a sale. This encompasses everything from staging a home to make it more appealing, taking high-quality photos, writing compelling property descriptions, and leveraging both online and offline marketing channels. In today's digital age, utilizing social media, virtual tours, and other online platforms is also essential to reach a broader audience.

Fredrik Eklund, star of "Million Dollar Listing New York," is known for his flamboyant and effective marketing techniques. From high-kick celebrations to lavish property launch parties, he showcases the power of unique marketing strategies. Ryan Serhant, another star from "Million Dollar Listing New York," has built a reputation for his innovative marketing tactics. His book, *"Sell It Like Serhant,"* offers insights into effective sales techniques, including the art of presentation and marketing.

If you want your marketing to be effective, first apply everything you've learned in this book so far. Some highlights; Leverage Social Media. Use platforms like Instagram, Facebook, and

## REAL ESTATE MARKETING

LinkedIn to showcase properties, share market insights, and connect with a broader audience. Invest in professional photography. High-quality photos can significantly enhance a property's online listing and attract more potential buyers. Host virtual tours or live virtual events, especially relevant in today's digital age, virtual tours allow potential buyers to explore properties from the comfort of their homes. You can also collaborate with local businesses to bring more value to your communities. Partner with local cafes, boutiques, or art galleries for open houses. It offers a unique experience and can draw a larger crowd.

While these are three foundational keys, it's also essential to be adaptable. The real estate market is ever-evolving, and successful agents often have a knack for staying ahead of the curve, continuously learning, and adapting to new tools and strategies.

Now let's get a little more complicated. Everyone you meet can easily fall into one of four categories.

1. **Learners:** These folks are super curious! They love to gather new information, read books, and always ask "why?". Think of them as students who never want to leave school because they enjoy learning so much.
2. **Caregivers:** These are the big-hearted people in our lives. They love to help, take care of others, and are often there with a shoulder to cry on. Imagine a friend who always brings you soup when you're sick. That's a caregiver!
3. **Action-Takers:** These people don't wait around. When they see something that needs to be done, they jump right in! They're full of energy and love to get things moving. It's like that buddy who says, "Let's do it!" and leads the way.
4. **Analyzers:** These are our deep thinkers. They like to take their time, look at all the details, and think things through. They're great at solving puzzles and making sure everything is just right. Picture someone who loves to read the instructions carefully before building a toy or gadget.

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

When you talk to these people, if you practice active listening, you'll be able to pick up on what type of person you're dealing with. Each of them have their own tells that will hint at what they need from you to feel taken care of. Let's take a look at what some of those tells are.

Imagine you're at a gathering. In a room full of people you might meet someone who's always asking questions, wanting to dive into the history of a topic, or sharing something new they've discovered. If you guessed that person is a **Learner** you'd be right. Their eyes might light up when they uncover something new, and they're often eager to share or expand their knowledge.

Then there's the person who seems to be the "mom" or "dad" of the group. They're checking if everyone's comfortable, offering a jacket to someone who's cold, or making sure everyone's had enough to eat. This person, with their nurturing nature and genuine concern for others, is your **Caregiver**. Their voice often carries warmth, and they might frequently touch or hug people in a comforting manner.

In the same gathering, there might be someone rallying the troops for a game or suggesting the group tries a new activity. This person doesn't hesitate much and is all about "doing." They're the **Action-Taker**. Their energy is palpable, and they might often use phrases that encourage movement or decision-making.

As you mingle with the room you might find someone deep in thought or perhaps discussing the pros and cons of a recent movie in excruciating detail. They take their time to think before they speak and might ask probing questions to understand things better. This introspective and detail-oriented individual is the **Analyzer**. They might have a more measured tone of voice and take pauses to think during conversations.

Now the trick to selling to different personality types requires an understanding of their motivations so you can tailor your approach accordingly.

### 1. Learners:

For the curious Learners, it's all about information and understanding. When selling to them, focus on the "why" and the

## REAL ESTATE MARKETING

"how." Provide them with details, facts, and the benefits of what you're offering. Maybe share a story or two about how others have benefited. They'll appreciate the knowledge and the chance to learn something new. For example, if you're selling a new home to a first time home buyer, explain its features and how they can use all the gadgets in the home.

### 2. Caregivers:

The big-hearted Caregivers are driven by emotion and the desire to help or nurture. To sell to them, appeal to their emotions and show them how your property or personalized service can help them or their loved ones. Maybe it makes life more comfortable, safer, or brings joy. Paint a picture of the positive impact it can have. If you're selling a home, highlight the security system, for instance. Emphasize the peace of mind and safety it can provide for their family.

### 3. Action-Takers:

These folks are all about getting things done. They don't want long-winded explanations; they want to know what it does and how quickly they can benefit. Be direct, be clear, and highlight immediate benefits or results. Make sure your process is streamlined and efficient. If you're selling a home or listing their property, emphasize the quick results they can achieve and the straightforward steps it takes to get started.

### 4. Analyzers:

Analyzers need to feel confident in their decisions. They'll appreciate data, testimonials, and a clear understanding of the value proposition. Take your time with them, answer their questions thoroughly, and provide evidence or examples. If you're selling a home to this personality, take them on a walk through, show them all the little things, and then provide a detailed comparison to other homes in the area.

While these are general guidelines, it's essential to be genuine and authentic in your approach. People can sense when they're being "sold to" versus when someone genuinely believes they are helping. So,

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

believe in yourself, understand your audience, and tailor your approach accordingly.



## Question 64.

# What is the 7 times 7 rule in Real Estate?

The 7 times 7 rule in Real Estate is a guideline for staying in touch with clients and prospects through consistent and meaningful communication. The "7 times 7" rule wasn't born in the world of real estate. The concept of multiple touchpoints in a sales or marketing cycle actually isn't specifically credited to a single individual or industry in fact.

Instead, it has evolved over time as marketers and salespeople observed consumer behavior. The idea of repeated exposures leading to action has roots in advertising and marketing research dating all the way back to the early 20th century. The idea is that a person needs to see or hear your message at least 7 times over a period of 7 weeks before they'll take action. (For the record, both measures are arbitrary and vary based on way too many factors to mention, but you knew that already.)

To better understand this rule, think of it like a catchy song on the radio. The first time you hear it, it might just pass you by. But by the seventh time? You're probably singing along! It just takes hearing it a few

## REAL ESTATE MARKETING

more times in a variety of different spaces and emotional states before you realize an affinity towards the tune. The same thing works with a product, business, or brand.

Not that you asked but I figured it would help you to know that one of the earliest mentions of this idea can be traced back to Thomas Smith's book "Successful Advertising" from 1885. He described how repeated exposures to an advertisement would lead to different levels of consumer awareness and action. Here's a simplified breakdown of his idea:

- The 1st time: People don't notice it.
- The 2nd time: They notice it's there.
- The 3rd time: They remember it's there.
- ...
- The 20th time: They might buy the product.

With the rise of digital marketing and the internet, the concept of touchpoints has expanded. Now, it's not just about seeing an ad seven times. It's about interacting with a brand or product in various ways – from seeing an online ad, reading a review, getting an email, to chatting with customer service. Here's the thing: people are super busy. They might spot an ad or hear about a house once and think, "That's cool," but then it slips their mind. By reminding them again and again, you make sure they don't forget about what you're offering.

The key here is to become very hard to ignore.

If you're in the real estate game, this rule is like your playbook. Whether you're selling a house or letting folks know about your awesome services, you've got to reach out in different ways. Maybe send a postcard, shoot over an email, make a post on social media, or even give a quick phone call. The trick is to mix things up and keep your message exciting!

As I already alluded to, while "7 times 7" is a handy guideline, it's not set in stone. Sometimes you might need to reach out more, and other times a bit less. The real secret sauce? Being consistent and making sure your message is out there for the right folks to see. The goal is to stay top-of-mind with the prospect and provide value through each

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

interaction, which can help to increase the likelihood of closing a sale or receiving a referral.

If you should so choose to follow this principle, to deploy the 7 times 7 rule effectively in Real Estate, you can follow these steps:

1. Make a list of your potential clients and divide them into groups based on their stage in the buying or selling process.
2. Choose the communication channels that are most appropriate for each group, such as phone, email, text, or social media.
3. Create a schedule for each group and plan to make contact at least seven times over a period of seven weeks. Be sure to vary the type of contact, such as a phone call, email, or personalized note.
4. Provide value in every communication by sharing market updates, industry news, or relevant insights demonstrating your expertise and value as a Real Estate agent.
5. Keep track of your contacts and follow up promptly with any leads that express interest in your services or have questions about the buying or selling process.
6. Be patient and persistent, as building trust and establishing a relationship with potential clients may take time. Consistent and thoughtful follow-up can help you stay top-of-mind and ultimately win more business.

If you really want to get serious about the rule why not make the number a bit bigger? How about 10x? Sound familiar? Grant Cardone's 10X Principles are an extreme rebranding of this idea. Think 10X! Grant says that if you want big results, you've got to think big. Instead of just wanting to sell one house, why not aim for ten? It's not just about dreaming big; you've got to work big too. If you think selling ten houses is your goal, then act like you're selling 100 of them. You've got to put in ten times the effort to make it happen.

The "7 times 7" rule is all about consistency and repetition in marketing. Others have taken similar ideas and expanded upon them to

## **REAL ESTATE MARKETING**

encourage you to get out there and hustle. Grinding is important especially in the early stages of your career but don't burn yourself out. You'll regret having to take time off and reset everything. The real trick is consistency over a long period of time. As the old adage goes, it's a marathon, not a sprint. Don't play an infinite game following finite rules.

## Question 65.

# What is the 20% sales rule?

The 20% sales rule, also known as the Pareto principle or the 80/20 rule, states that roughly 80% of sales come from 20% of customers. In other words, a minority of customers contribute to the majority of revenue. This principle can be applied to various industries, including Real Estate.

The 20% sales rule can be helpful for Real Estate agents in identifying their most profitable clients and focusing their efforts on them. By analyzing their client base and determining which clients are responsible for 80% of their sales, agents can prioritize these clients and tailor their marketing and sales efforts to serve their needs better.

Additionally, agents can use this information to identify potential new clients who fit the profile of their most profitable customers and focus their prospecting efforts accordingly. Ultimately, the goal is to maximize sales and profitability by focusing on the clients most likely to generate the greatest return on investment.

## REAL ESTATE MARKETING

Using the 80/20 rule (or the Pareto Principle) can be a game-changer for boosting efficiency and effectiveness in the work you do. Let's break down some steps to make the most of this rule:

### 1. Identify Your Top 20%:

- a. **Customers:** Figure out which 20% of your customers are bringing in 80% of your sales. These are your VIPs!
- b. **Products/Services:** If you offer multiple types of listings or services, identify which ones are generating the most revenue and double down on what's working.

### 2. Focus Your Efforts:

- a. **Prioritize Relationships:** Give extra attention to the top 20% of your clients. Maybe it's a personalized email, a special offer, or just a friendly check-in.
- b. **Streamline Services:** If only a few of your offerings are bringing in the majority of sales, consider focusing more on promoting and improving those.

### 3. Evaluate Your Time:

- a. **Tasks:** Look at your daily tasks. Which 20% of what you do gives you 80% of your results? Focus on those and consider delegating or minimizing the less impactful tasks.
- b. **Prospecting:** Spend more time nurturing leads that fit the profile of your top 20% customers.

### 4. Optimize Marketing:

- a. **Targeting:** Aim your marketing efforts at attracting more of the 20% type of customers. Use data to figure out what they like and where they hang out.
- b. **Budget:** Allocate more of your marketing budget to promoting the listings or services that fall into the top-performing 20%.

### 5. Continuous Learning:

## 65 QUESTIONS REAL ESTATE AGENTS ASKED GOOGLE ABOUT MARKETING

- a. **Feedback:** Regularly get feedback from your top 20% customers. They can provide valuable insights to help you improve.
- b. **Adapt:** The 80/20 split might change over time. Regularly review and adjust your strategy as needed.

### 6. Declutter:

- a. **Eliminate Distractions:** If there are tasks, meetings, or even services that you provide that don't contribute significantly to your results, consider letting them go or reducing their frequency.
- b. **Simplify Processes:** Streamline your sales process to make it more efficient, focusing on what truly matters.

### 7. Personal Growth:

- a. **Skills:** Identify which 20% of your skills contribute to 80% of your success. Invest in further developing those skills.
- b. **Network:** Focus on building relationships with key individuals or groups that can bring the most value to your career or business.

Remember, the 80/20 rule is a guideline. The exact percentages might vary, but the principle remains: a small portion of your efforts can lead to a large portion of your results. By recognizing and focusing on that impactful 20%, you can work smarter, not harder, and see some awesome results.



# Conclusion.

That's it. That's all the questions I could answer – without repeating myself of course. I hope that you're reading this satisfied with the 4 year college degree you've just earned. I apologize though, I can not provide you with any sort of diploma or certificate, you're just going to have to trust yourself.

You got this. No matter what your goal, if you stick to it, write things down, and adjust your target as needed you're going to reach your destination. Take your time with things and enjoy the process. Allow your creative side to shine and think outside the box. There are no steadfast rules except one.

## 1. Break the rules.

If you actually want to stand out, look at what others are doing but only for the right reason. To see how far out of the lines you need to color in your market to stand out from the crowd.

If this all overwhelms you don't worry! I have something over at the book link for you that will take everything you've just absorbed and turn it into a daily action checklist for you to follow along with. You will combine the skills and knowledge you've gained from this book and apply them in a 90 day action plan that will get you to your goals.

You can get it right here:

[www.SevenTreeMedia.com/RealEstateMarketingBook](http://www.SevenTreeMedia.com/RealEstateMarketingBook)

If you need more help or just don't want to do all this work and you want to outsource some of it I have a team of experts trained on this stuff on standby waiting for you to give me a call. Let's talk about how we can work together to build your system and get you your life back!

(403) 585-5132

In any event, thank you for buying the book and reading through it. I truly do hope that you apply the information you learned from it and achieve wild success beyond your imagination.

