

Brokers/Agents - Getting Your Marketing House In Order

- Exceed expectations - this will leave a lasting impression
- Respond to all calls within 5 minutes (average agent takes 15 hrs to respond to their listing inquiries and 48% of leads are never responded to at all) **The Lead Response Mgmt Study*
- Website - make it a fantastic experience - easy search and also share market stats (see <https://www.gaml.com/statistics/index.cfm>), informative content, simple to the point
Visit www.ansleyatlanta.com created by <https://www.realestatewebmasters.com/>
- Upscale, Easily Readable Signage (consider using a rider with property's individual website listed)
- Logo (as well as consistent fonts & color)
- Tagline
- Good real estate photography
- Stationery (branded letterhead, envelopes, postcards, business cards, flyers, pens)
- Quality Agent Business Cards
- Quality Agent Photos
- Agent Email Signature
- Branded Listing & Buyers Presentations
- Agent Marketing Site (where they can keep their flyers, branding, etc)
- Monthly Newsletter (Farming) with promotional giveaways (Groupons, Starbucks, etc)
- Quarterly Print & Online Magazine (story powered marketing) Print a quarterly magazine and support it by advertising vendors associated with real estate.
- Individual Property Sites for Each Listing with Feedback Page for Agents (Weebly / Sway)
- Individual Property Staging Binder - *buyers/showing agents can read/see more about the amenities, selling points, floorplan, typical utility costs, recent maintenancel/upgrades, neighborhood info, community info, schools section, seasons section, local hotspots/activities, land survey*
- Make alliances with human resource directors of companies that tend to bring in new hires from other cities and ask to be part of their relocation kit.
- Buyer Questionnaire
- Buyer closing gift - (self promotional new homeowner's document organizer given at closing)
- Grocery tote giveaways at events
- Branded Keychains (engraved with brokerage i.d.# of homeowner - if keys become lost, they can be dropped in mailbox & sent back to office & homeowner can p/u their keys)

- Market to Past Clients (remember their age, family size, income growth, needs/wants, and you may be able to introduce them to a new home, i.e., upsizing, downsizing, etc)
- Market to Referral Partners - partner with other businesses to make it easy for you to refer you clients to other professionals who can also help them. They'll appreciate and reciprocate the referrals.
- Prospect with Education-Based Materials (hone in on your prospects biggest concerns and problems. A free guide, report, analysis, book - whatever is relevant to help them. It will show them you understand what their needs are and how you have helped others like them.
- Banner Sponsorship - Ad banners at athletic fields at school or community parks, events
- Educational Scholarship Fund (academic or merit) - great advertising esp. at schools
- Zillow Advertising | Radio Advertising | Facebook Advertising
- Consider being a Zillow Premier Agent - (be where the buyers are -- 92% of buyers use the internet in their home search) www.fitsmallbusiness.com/zillow-premier-agent/
- Branded old time calendar (esp helpful for older generations)
- Free e-booklets, infographics can catch public eye (sample:
https://issuu.com/ftmagazine/docs/16404_newrulesofrealestate_bk_onlin_a8b7225bdd5a8f/6
<https://www.keepingcurrentmatters.com/wp-content/uploads/2014/03/NMR-1200.jpg>
- Market at local Arts/Crafts shows, Farmer's Markets, etc. - pass out branded water bottles or have a free watering hole station & pass out free branded cups.
- Have a cute kiosk the show listings and promote the biz at events
- There is an oversaturation with online marketing and little return on investment in real estate. As much as an advocate to online marketing as I am, I believe agents will find better success in the "old school" methods of networking, direct contact with all people, open houses and promoting oneself directly through tangible marketing materials that offer something to the prospect, as well as leave a good impression on them.
- Alternative real estate listing idea... (see www.simplylistatlanta.com)
- Nice clean site by Real Estate Webmasters: <https://www.ansleyatlanta.com/>
- Canva - a place for all your marketing materials to live
- Issuu - an online magazine you can create for free
https://issuu.com/durangoherald/docs/reg_pages_2016
- Newsletter with free Starbucks gift card for trivia, Groupons, lunch with an agent, Braves tickets, etc. Showcase unwanted pets, pet rescue societies (lots of pet lovers).

- Create an online CRM (client database/leads) so agents can easily keep track of their clients (Airtable - \$20 setup for each agent)
- Learn to create a sales funnel - offer a "lead magnet" - something of value to the lead you are targeting (an ethical bribe to motivate a prospect to leave their contact information... a piece of juicy content to help you generate more buyer/seller clients. It's a "freebie", quick, consumable and solves a specific problem for your prospect. (Neighborhood Market Report, CMA, "How to eBooks/videos like "How to Stage Your Home" or "Ways to add market value to your home", list of bank owned properties, relocation packet, moving checklists, resource lists, seller/buyer guides, video tutorials, cheatsheets, local info, etc) Choose something that is valuable to your prospect - create it and make it available to them free of charge in exchange for their contact info. Then you'll deliver it to them. (example: <http://entrepreneurnextdoor.net/wp-content/uploads/2016/01/landfall-landing-page.jpg>)
- Create tempting Facebook ads that bait prospects (in a good way)
- Pull stats for neighborhoods that have good turnover for farming and focus on these good areas - how many homes sell per year in that area
- Make great content in your marketing that let's your farmed area know what is actively going on in their neighborhood, as well as what has recently sold.
- Remember to keep good records, save receipts for your IRS business write offs for Realtors®
- Organize your marketing and keep it smart, simple and impactful (consistency, coherent, ongoing)
- Nurture your former clients as well as existing leads
- Misc Lead Generating - Gain relationships with estate sale companies - you can send marketing materials to the estate owner and potentially get the listing. In return, you can let people on social media know about sale. HOA groups, marriage counselors, little league, charities, financial advisors, pet rescue.
- When listing a home, let the neighbors know so that perhaps neighbors can choose their neighbors by letting friends/family know about the newly listed home
- Post video "love letters" about your listings on YouTube - help buyers visualize living there, talking about the community, the neighborhood, favorite locales, etc.
- Make it easy for your client to post info you provide on their Facebook page and other social media

- Pass out cards at open house that directs public to your website and offer weekly or monthly drawings just for coming to your site and opening your newsletter (creating a list of leads)
- Buy a digital photo frame that advertises the home as well as yourself as it changes pics
- Create neighborhood websites with local happenings, etc.
- You can do a local radio show inexpensively (30 min, 60 min) and pay for it by inviting advertisers to be on your show (i.e., landscapers, interior designers, loan officer, etc.)
- If you have foreign clients who have broken English, use Google translate audio FREE
- Go after FSBO's - send them your presentation (they may choose you)
- Network with real estate investors and investor clubs
- Advertise in movie theaters
- Take dog bandanas to a local park with your logo on them
- Refer a friend promotion - give away sports tickets
- Free clever t shirts include your logo as well
- Hire a local radio station to broadcast live from your site
- Hire a musician to walk around with your advertising
- Host free CPR class / blood drive
- Make a holiday cookie cookbook with your agent's recipes
- Start an agent choir and go xmas caroling
- Dispense branded tissue boxes to local businesses (dentist, dr ofc, hair salon)
- Offer local restaurants free "to go" cups with your logo on the side

Closing Gifts "The excellence of a gift lies in its appropriateness rather than in its value":
 New locks for doors/windows, gardening/yard tools, customized agent cookbook, customized doormat, cookie jar, children's playhouse, homeowners journal/book to track all activity/expenses related to their purchase, stock imported beers/wines/champagne in fridge, plant/bush/tree for landscaping, personalized garden planter, honeybaked ham, postcards of new home, personalized drawn/painted rendering of house, homeowners record portfolio, magazine subscriptions, pack of moving boxes/packing tape/shipping labels/bubble wrap, etc...

List of alliances that you might make to recommend to clients

AFFILIATES

- Appraiser
- Backyard Courts
- Carpet Cleaning/Repair
- Closet/Home Storage Designers
- Custom Woodwork
- Decks/Patios/Outdoor Enclosures
- Decorative Finishers
- Doors & Windows
- Driveways/Paving
- Electrical Contractors
- Environmental Services/Restoration
- Fencing/Gates
- Flooring/Carpeting
- Garage Doors
- General Contractors
- Handyman
- Heating & Air Conditioning
- Home Builders
- Home Cleaning
- Home Inspection
- Home Media Installation
- Home Security
- Home Staging
- Home Warranty
- Homeowners Insurance
- Insulation
- Interior Designers/Decorators
- Kitchen/Bath Designers
- Landscape Architects/Designers
- Lawn Maintenance
- Locksmith
- Mold Abatement
- Mortgage Lender
- Moving Company
- Nurseries (Plant)
- Outdoor Play Systems
- Painting
- Pest/Termite Control
- Pet Sitters
- Photography/Video Tours
- Plumbing
- Pool/Spa Maintenance
- Property Management
- Real Estate Attorneys
- Real Estate Brokerage
- Remodeling/Construction
- Restoration/Cleaning
- Resurfacing
- Roofing/Gutters
- Rubbish Removal
- Screens/Awnings
- Septic Tanks/Systems
- Siding/Exterior Contractors
- Solar Energy Contractors
- Stone/Pavers/Concrete
- Structural Engineers
- Surveyors
- Tile/Stone Work
- Title Insurance
- Tree Services
- Water Damage/Flood Repair
- Windows/Doors
- Wine Cellars

Courtesy of Beverly Sitherwood | 404-394-5122

RevolutionSolution Real Estate Marketing

www.BeverlySitherwood.com

DESCRIPTIVE WORD LIST FOR DESCRIBING REAL ESTATE

Craftsman
Traditional
Country
European
French Country
Ranch
Farmhouse
Cottage
Southern
Modern / Mid Century

Mediterranean
Log
Cape Cod
Art Deco
Contemporary
Colonial
Dutch Colonial
Georgian Colonial
Federal Colonial
French Provincial

Greek Revival
Italianate
Neoclassical
Prairie
Pueblo Revival
Townhouse
Tudor
Spanish
Victorian
Oriental

A delightful ...
 A very pretty
 A well presented
 abundance
 affluent
 airport, malls
 amazing
 an immaculate
 arrange
 attract
 attractive
 authentic
 beautiful
 beautifully decorated
 beautifully
 proportioned/rooms
 beauty and function
 big
 Bold - colors, design, touch,
 elegance.
 bright and cheerful
 bright and spacious
 bright and well maintained
 bright, well arranged
 budget-smart
 character
 charm factor 10
 charming
 classic
 classy
 Clever - design, use of space,
 layout, floor plan
 colorful
 comfortable
 comfy

contemporary
 contemporary charm
 convenient location
 convenient to shopping
 converted from
 cool
 coordinated
 cozy
 Creative- color, design, use of
 space.
 curb appeal
 custom built
 decor
 delighted to offer this exciting
 delightful
 develop
 distinct
 distinctive
 do
 downtown
 dramatic
 dynamic
 easy highway access
 easy to care for
 easy to find
 eclectic
 elaborate
 elegant
 elite
 enchanting
 endless possibilities
 established
 excellent
 exceptional quality
 exceptionally spacious

exciting
 exclusive
 exquisite
 family friendly
 family neighborhood
 famously
 fascinate
 fashionable
 Financing Available to
 Qualified Buyers
 fit for a king
 flair
 fresh
 Fresh - color, design, ideas,
 style, accents
 functional style
 funky
 genuine
 glamorous
 golf
 good size
 good value
 gorgeous
 gourmet
 graceful
 granite
 great
 handsome
 handyman special
 happy
 heavenly
 hidden treasure
 highways
 historic
 hospitals

ideal
imaginative
impeccable
incredible
individual
inexpensive
innovative
intimate
inviting
irresistible
kid friendly neighborhood
landscaping
landscaping
light and airy
low maintenance
luxurious
magnificent
majestic
masterpiece
memorable
Minor Credit Problems Are
No Problem
modern
motivated
move-in condition
moving
must see
naturally light
nicely presented
nostalgic flair
old-fashioned style
original
outstanding
oversized
overwhelming
paradise
parks
peaceful
personality
picture perfect
practical
presented in attractive
decorative order
prestigious
private
protected
public transportation within
walking distance
purpose built

quiet
quiet neighborhood
rare
real
recently refurbished
refined
remodeled
rental property
restaurants
restored
retreat
revitalized
romantic
schools
secluded
sensational
sensible
sharp
significant
smart design
soothing
sophisticated
southern comfort
southern heritage
spacious
sparkling
spectacular
starter home
strengthened
strong
stunning
stylish
Stylish - colors, design,
accents, touches,
architecture.
stylish and practical
substantial
superb
superior
surround
tasteful
textured
timeless
towering
traditional
tranquil
transformed
tremendous
unique

unsurpassed
upscale
urban charm
useful
vacant
versatile
very impressive
vibrant
vibrant colors
vivid
warm
well presented
well proportioned room

Courtesy of Beverly Sitherwood | 404-394-5122

BevolutionSolution Real Estate Marketing

www.BeverlySitherwood.com