

Real Estate Marketing Ideas to Bring in Qualified Buyers

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As a real estate agent, it's crucial to maintain a healthy pipeline of real estate leads as business fluctuates seasonally. When mortgage rates are low and the market is hot, you may have leads coming in every day. However, something just around the corner can mean a lull in your business, whether that's winter months, market fluctuations, or something else. Whatever the cause, this bump in the road can mean a halt to your momentum — and your commission checks.

To stay successful despite the unpredictable nature of the real estate industry, it's important to arm yourself with an arsenal of lead-generating tactics. **A recent study by the National Association of Realtors (NAR)** found that nearly **90% of buyers purchased their home through an agent or broker in 2020** — and almost **75% of them only interviewed one real estate agent** when deciding who to work with in their home search.

These numbers show the importance of building top-of-mind awareness among your prospects. To help with this, we've put together this list of real estate marketing ideas to bring in qualified buyers.

01



Leverage Positive Client Feedback

Many buyers use a **local real estate agent** they found through friends or family, so you must regularly ask past clients for referrals. Once your buyers are settled in their new home, follow up to ask how they are doing and include a referral request. You can even plan a housewarming party for the new homeowners and use the opportunity to meet and mingle with potential buyers.

You can also ask your satisfied clients for a written blurb detailing their experience working with you. Once you have this (and their permission to share it, of course), you can put it on your website so that potential buyers have a practical, objective understanding of how you serve your clients and what it would be like to work with you.

02



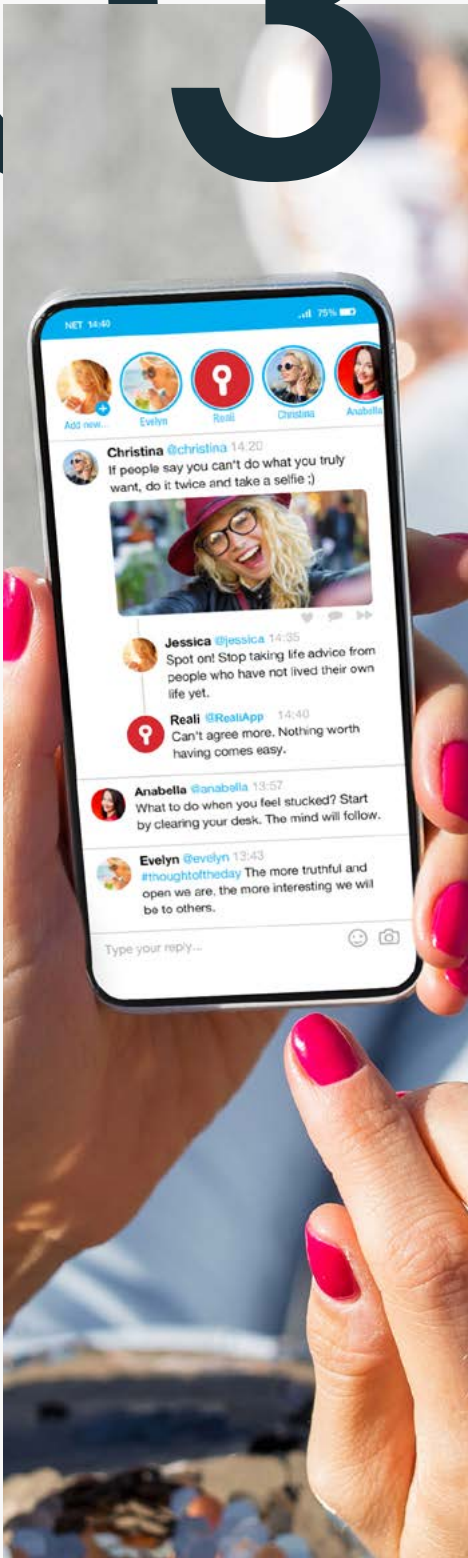
Build Partnerships

Real estate is all about networking and relationships. Consider building mutually beneficial partnerships by networking with other local businesses willing to exchange referral leads and referrals. Some strategies include co-hosting a happy hour and sending locally-sourced gifts to clients or leads.

Few of the best industries where real estate agents can form partnerships include:

- Insurance agencies
- Personal bankers
- Commercial lenders
- Title companies
- Home staging professionals
- Cleaning services
- Landscapers

03



Get on Social Media

If you're a real estate professional looking to generate more leads this year, social media is by far the most powerful tool at your disposal. Posting interesting content and engaging on social media can help you stay top of mind with your social sphere of influence. However, many agents do not know where to begin when it comes to social media marketing.

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04



Create a Website

It sounds simple, but creating a website is an essential first step in building your brand awareness as a real estate agent. Most buyers today search the internet to explore mortgage options and investigate products or services before buying, including real estate agents in their area. Building a website for your business will show potential clients what you have to offer and what they can expect from working with you. Include your listings on the site, and update them regularly. Also, consider adding something “extra” or unexpected to help your website stand out, such as a **mortgage calculator** or community calendar.

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05



Build a Blog

Another great tactic to help you generate qualified leads is building a blog and creating SEO-optimized custom content. This helps to ensure that your posts show up in search results, bringing in new prospects and leads.

Tools like **Google Analytics** can help you learn exactly what keywords and search terms your prospects are searching for, and then you can build strong content around these keywords. Ensure an easy way to navigate your main website and link to your profile pages on other sites and social media platforms so that prospects can learn more about you and your business.

06



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AND A CRM WITH AUTOMATED
NURTURING.**

Nurture Your Leads

Often, agents will show a prospect a few properties, then realize they weren't ready to buy and throw away their number. Don't neglect those hard-earned contacts! Continue to share new developments in the market, keep them on your email list, and maintain contact occasionally to let them know that you'd still love to help them find their new home when the time is right.



Reali is revolutionizing the game for real estate agents with our innovative **Cash Offer** and **Buy Before You Sell** programs.

If you're new to the industry or an experienced agent looking to work with the best agents in the industry, learn more about **becoming a Reali agent today.**

