As a trusted Real Estate CONSULTANT, you have unique qualities that significantly benefit your clients. You are more reserved and may not feel comfortable with aggressive marketing tactics. As such, there are several effective strategies that can match your personality and style, helping you network and build your book of business in a way that feels authentic to you. By working with and emphasizing these characteristics not only are you positioned in a favorable light but also align you with your clients' desires for thoughtful, personalized service.
Below is a bulleted list of marketing ideas tailored to your style. These strategies can be adapted and scaled according to your comfort level, allowing you to grow your real estate business in a way that feels genuine to you. These tips will help you as an Agent with a CONSULTANT Marketing Style effectively establish credibility, brand your expertise, simplify your life, and gain more business through marketing.

The Agent Success Coaching Program is the EXCLUSIVE Real Estate Agent Coaching, Marketing, and PR Program of Belmont City Press. For NEW AGENTS we have our First Time Home Buyers Course for Realtors and for SEASONED PROFESSIONALS looking to become the go-to expert in Real Estate we have coaching, marketing, and PR services. Contact us for more information of how we can help you to implement the following marketing strategies.

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About us: **Belmont City Press LLC** (**BCP**) is a Boston based PR and marketing agency masquerading as a boutique book publisher. BCP works with entrepreneurs and salespeople to centralize their expertise so they may position themselves as the go-to expert in their niche. Anyone looking to establish credibility, brand their expertise, simplify their life, or gain more business can benefit from our **courses, coaching, workshops**, publishing, and PR services. For more information visit BelmontCityPress.com or check us out at **BelmontCityPressUniversity.com**, which is our online program where we literally help you write your book in 21 days.

Common and Typical Marketing Ideas for Consultants:

Content Marketing:
Start a blog focusing on real estate advice, market trends, and neighborhood guides. Writing can be a quiet yet powerful way to showcase expertise.
Create informative videos or virtual tours of properties, allowing the property to speak for itself while providing valuable content to potential clients.

Social Media Engagement:
Use social media platforms to share your listings, blog posts, and other relevant content. Engage with followers through comments and messages at your own pace.
Share customer testimonials and success stories to build trust and credibility without having to boast about your own achievements directly.

Email Marketing:
Develop a monthly newsletter with market updates, new listings, and home maintenance tips. This keeps you in touch with your client base in a non-intrusive way.
Offer exclusive content or early property viewing opportunities to your email subscribers to create a sense of belonging and value.

Networking Through Professional Associations:
Join real estate associations or local business groups to meet peers and potential clients in a structured setting that may feel more comfortable than open networking events.
Attend conferences and seminars related to real estate to stay informed and gradually build your network through shared interests.

Client Referral Program:
Create a referral program that rewards past clients for introducing you to new ones. This allows your satisfied customers to do some of the networking for you.
Personalize thank-you notes or small gifts for those who refer new clients to you, making the process feel more personal and less transactional.

Partnerships with Local Businesses:
Collaborate with local businesses like home decor shops, cafes, or moving companies to offer exclusive deals to your clients. This can help you network and offer additional value to your clients.
Sponsor community events or charity drives, which can increase your visibility in the community without the need for direct self-promotion.

SEO for Your Website:
Optimize your website for search engines to help potential clients find you when they search for real estate assistance in your area. Use local keywords and create content relevant to your target market to improve your visibility online.

Direct Mail:
Send postcards or flyers with useful information, such as home maintenance tips or market trends, to households in your target area. This traditional method can still be effective and allows for creative expression. Include a personal touch, such as a handwritten note or signature, to stand out.

Host Virtual Open Houses:
Utilize platforms like Zoom or Facebook Live to conduct virtual open houses, allowing potential buyers to join from the comfort of their homes.

Interactive Online Q&A Sessions:
Schedule regular Q&A sessions on social media or your website where you can answer real estate questions, helping to establish your expertise in a friendly, accessible way.

Offer Free Home Valuation Reports:
Provide a free online home valuation tool on your website, or offer personalized valuation reports through email inquiries, adding value with no pressure.

Create Downloadable Guides:
Develop comprehensive guides for buyers and sellers that can be downloaded from your website in exchange for their email address, building your contact list organically.

Utilize LinkedIn for Professional Networking:
Share your articles, market insights, and professional achievements on LinkedIn to connect with other professionals and potential clients in a business-oriented environment.

Start a Podcast on Real Estate Topics:
Launch a podcast discussing various aspects of real estate, from buying tips to market trends, allowing you to connect with your audience in a personal way.

Engage in Community Forums:
Participate in local online forums or social media groups, offering advice and insights on real estate questions, which can help establish your reputation as a helpful and knowledgeable agent.

Collaborate with Local Artists and Photographers:
Feature local art or photography in your listings or office, promoting the artist while enhancing the appeal of your properties.

Develop a Strong Brand Identity:
Focus on creating a memorable brand identity for your real estate business, including a logo, color scheme, and professional headshots that reflect your personal style and professionalism.

Offer Virtual Staging Services:
During the listing appointment provide virtual staging pictures to show the potential of your listing the property or provide virtual staging services to FSBO's that have not sold.

Write Articles for Local Newspapers or Magazines:
Contribute articles or a column to local newspapers or magazines on real estate topics, increasing your visibility and credibility in the community.

Organize Educational Webinars:
Host webinars on topics like: first-time home buying, investment properties, or market analysis, offering valuable information while building your contact list.

Personalized Property Matching:
Offer a personalized property matching service where you curate listings based on individual buyer preferences, communicated through email or private consultations.

Implement a CRM System:
Use a Customer Relationship Management (CRM) system to keep track of client preferences, communication history, and important dates, allowing you to personalize your interactions and stay organized.

Use Google My Business:
Optimize your Google My Business listing to improve local search visibility, encouraging reviews, and posting updates about your listings or events.

Create an Attractive Email Signature:
Design an email signature with links to your social media profiles, website, and a small photo or logo, making every email an opportunity for recipients to learn more about your services.

Participate in or Sponsor Local Community Classes:
Teach or sponsor classes on home buying, selling, or investing at community centers or online, positioning you as a go-to expert.

Use Retargeting Ads:
Implement retargeting ads to keep your brand in front of website visitors as they browse the web, increasing the likelihood they'll return to your site when they're ready to engage.

Offer a Moving Day Checklist:
Create a comprehensive moving day checklist or kit, providing it to clients after closing to assist them during the moving process, showing that you care beyond the sale.

Create a Referral Network with Other Professionals:
Build a network of related professionals (mortgage brokers, home inspectors, contractors) to refer your clients to, and who can, in turn, refer their clients to you, fostering a mutually beneficial relationship.

Now, let's think a little outside the box.

Podcast Prospecting: A BCP Course

Unlock the potential of your podcast to attract and convert your ideal clients with Podcast Prospecting. In this innovative course, real estate agents will learn how to launch a podcast that goes beyond industry norms. Instead of featuring typical industry professionals such as lawyers, other agents, and mortgage experts, you'll invite your ideal clients as guests. By engaging them in insightful conversations about their experiences, needs, and aspirations, you'll build meaningful relationships and seamlessly transition them into a client or a mega-phone for your business. This course provides you with the tools and techniques to turn your podcast into a powerful prospecting and conversion tool, setting you apart in the competitive real estate market. Topics for your ideal clients (potential buyers and sellers) to talk about on your podcast:

Reasons for Renters to Come on the Podcast:

1. Discussing challenges and fears that hold them back from buying a home.
2. Sharing their dream home wish list and what they look for in a future property.
3. Talking about their experiences with different rental properties and landlords.
4. Exploring financial hurdles and strategies for saving for a down payment.
5. Discussing lifestyle factors that influence their decision to rent vs. buy.
6. Sharing their experiences with local neighborhoods and what they look for in a community.
7. Exploring the impact of credit scores on their home-buying journey.
8. Discussing misconceptions about homeownership and the renting market.
9. Sharing their long-term goals and how they see homeownership fitting into their future.
10. Discussing the benefits and drawbacks of renting in the current market.

Reasons for Current Homeowners to Come on the Podcast:

1. Sharing their journey to homeownership and the lessons learned along the way.
2. Discussing the financial aspects of buying a home and managing a mortgage.
3. Talking about the home buying process and what they wish they knew beforehand.
4. Sharing tips on finding the right real estate agent and negotiating deals.
5. Discussing home maintenance and improvement projects they've undertaken.
6. Exploring the emotional and psychological benefits of owning a home.
7. Sharing stories about their community and why they chose their current neighborhood.
8. Discussing the process of selling a home and what potential sellers should know.
9. Sharing their experiences with home inspections, appraisals, and closing processes.
10. Exploring the impact of homeownership on their financial planning and future goals.

Wants some topics that are not Real Estate Related ?

Non-Real Estate Related Topics for Renters:

1. Discussing their favorite local restaurants and hidden gems in the neighborhood.
2. Sharing tips on organizing and maximizing space in small apartments.
3. Talking about their hobbies and how they pursue them in their rental space.
4. Exploring their favorite local parks and outdoor activities.
5. Discussing their journey with pet ownership in rental properties.
6. Sharing their experiences with local events and community activities.
7. Talking about their travel experiences and favorite destinations.
8. Exploring their favorite home-cooked recipes and cooking tips.
9. Discussing their fitness routines and local gyms or fitness classes they enjoy.
10. Sharing their experiences with local arts and cultural events.

Non-Real Estate Related Topics for Homeowners:

1. Sharing their gardening tips and favorite plants to grow.
2. Discussing their home DIY projects and creative endeavors.
3. Talking about their favorite local hiking trails and nature spots.
4. Exploring their experiences with local schools and educational activities.
5. Sharing their love for local sports teams and game day traditions.
6. Discussing their experiences hosting community events and gatherings.
7. Talking about their favorite home decor trends and personal style.
8. Exploring their interests in sustainable living and eco-friendly practices.
9. Sharing their favorite family traditions and holiday celebrations.
10. Discussing their involvement in local charities and volunteer work.

WRITE A BOOK: A BCP Course

Incorporating book writing and promotion into your marketing style offers you a unique opportunity to showcase your expertise, build credibility, and connect with your audience on a deeper level. Here's how writing a book can be seamlessly integrated into your marketing strategy:

Showcasing Expertise:
A book is a powerful tool to demonstrate expertise in the real estate market, offering insights, advice, and personal stories that can help clients and peers understand the depth of the agent's knowledge.

Press Releases and Media Coverage:
Announcing the release of your book through press releases can garner local and industry-specific media coverage. Being featured in newspapers, online publications, and interviews can significantly boost your profile.

Digital Marketing:
Utilizing social media, email newsletters, and a dedicated website for the book can attract attention without requiring constant social interaction

Content Creation: Sharing excerpts, infographics, and key insights from the book across various platforms allows for creative marketing that resonates with different audiences.

Speaking Engagements:
Launching the book through webinars, virtual book tours, or speaking at industry conferences provides a structured social setting where you can shine.

Offer as a Free Download or Bonus:
Consider offering your book for free or as a bonus for a limited time to new clients, or when someone signs up for your newsletter. This can be an effective way to spread your knowledge and attract new clients.

Engage with Local Community and Libraries:
Donate copies of your book to local libraries or community centers and offer to host a talk or workshop based on your book's topic. This approach helps build your local network and establish you as a go-to expert in real estate within your community.

Solicit Reviews and Testimonials:
Encourage readers to leave reviews on platforms like Amazon, Goodreads, and your own website. Positive reviews can enhance your reputation and make your book (and by extension, your services) more appealing to prospective clients.

Networking Opportunities:
The book can open doors to new networking opportunities with peers, industry experts, and potential clients interested in the subject matter. You can leverage these opportunities in both one-on-one settings and larger group interactions.

Collaborations and Interviews:
Collaborating with other professionals for interviews, podcasts, or joint promotional events related to the book can enhance visibility. This approach offers a mix of solo preparation and social interaction.

Customer Engagement: Offering signed copies, hosting Q&A sessions about the book, or running promotions can foster deeper connections with clients. These activities provide a mix of indirect and direct marketing, suitable for varying energy levels and social preferences.

Leveraging the Book Long-term

Evergreen Marketing Tool:
A book is a long-lasting asset that can continuously attract new clients and opportunities. It can be referenced in future marketing efforts, used in educational material, or given as a gift to clients and peers.

Reputation Building:
Being an author establishes a real estate agent as an authority in their field, enhancing their professional reputation. This recognition can lead to referrals, speaking opportunities, and other ventures that require a blend of introverted preparation and extroverted execution.
Incorporating a book into your marketing strategy allows for a comprehensive approach that aligns with your marketing style. It not only showcases your expertise in a substantive way but also offers multiple avenues for promotion that don't require overt self-promotion. The key is to leverage the book to provide value, establish credibility, and subtly promote your real estate services. Wondering how you would market a book? Visit **BookMarketingQuiz.com** to determine your book marketing style.

Create a Signature Talk: (Adjacent vs. Aligned): A BCP Course

Crafting your signature talk with our course “From Ideas to Applause,” this is where your journey from a budding idea to a roaring standing ovation begins. Whether you’re stepping onto the stage for the first time, looking to impress clients, or needing to refine your public speaking prowess, this course is designed to transform your thoughts and experiences into a compelling narrative that captivates any audience. With a blend of expert guidance, practical strategies, and interactive sessions, you’ll learn how to articulate your passion, connect with your audience, and deliver a talk that not only informs your audience but also inspires them to connect with you. If you’re an author and using your book as a key to open doors to talk about your business, “From Ideas to Applause” will assist in defining and writing your Aligned or Adjacent Signature Talk. Get ready to build the bridge from ideas to applause.

Most agents are accustomed to giving "aligned" signature talks. Let's examine a typical talk for agents and then we will explore our innovative approach to help you stand out and create more opportunities to discuss your business.

Real Estate Agent Aligned Signature Talk Example:

"Finding Your Perfect Home: A Guide for First-Time Homebuyers"

Target Audience: Young professionals, couples, and families looking to buy their first home in the community.

How to Reach Them: Collaborate with local banks and credit unions to host informational seminars, partner with first-time homebuyer programs and community centers, and leverage social media to promote free workshops. Additionally, offer to speak at local colleges, workplace lunch-and-learns, and community events where potential first-time buyers are likely to attend.

Here is a different approach: It is important to note that when creating a signature talk as a Real Estate Agent, we suggest the topic be Real Estate-adjacent and not directly about selling real estate. This can be a strategic way to build relationships with a wider audience and establish expertise within the community, without being too over the top and "sales-y."

Real Estate Agent Adjacent Signature Talk Example:

The New Kid In Town: A talk for kids, teaching them the importance of making friends with the "new" kids in the community. As a local Agent, one of the most important (and concerning) things we hear parents express when moving to a new town is having their kids fit in to the school system.

Target Audience: Local kids in the community and their families

How To Reach Them: Reaching out to local schools, and local child focused groups like Boy/Girl scouts, camps, religious classes, and YMCA's to give a talk on kindness and acceptance as a reminder that we should all try to be the person we needed when we were struggling.

Here are five benefits of a Real Estate Agent using an adjacent signature talk instead of an aligned signature talk to reach potential clients:

Broader Appeal: An adjacent signature talk can resonate with a wider range of audiences, not just those directly interested in the specific product or service being sold. This broader appeal increases the opportunities for engagement and connection.

Building Relationships: By addressing topics that are indirectly related but still relevant to the audience's interests, salespeople can build stronger, more personal relationships. This can foster trust and rapport, which are crucial for successful sales.

Establishing Expertise: Presenting on a variety of related subjects can position the salesperson as a well-rounded expert. This can enhance their credibility and make them a go-to resource for a broader array of needs.

Engagement and Interest: Adjacent topics can often be more engaging and less sales-focused, which can capture the audience's interest more effectively. This can lead to higher attendance rates and more attentive audiences.

Cross-Promotional Opportunities: Adjacent talks can create opportunities to collaborate with other professionals and organizations. This can lead to cross-promotional opportunities, expanding the salesperson's network and reach.

Differentiation: Offering unique and varied content can help a salesperson stand out from competitors who may be focusing solely on aligned talks. This differentiation can attract a more diverse audience and create a unique brand identity.

Create A 'Lead Capture' with QUIZZES:

Quizzes can be engaging marketing tools that provide value to potential clients while capturing their contact information. Create a personalized domain (like AgentMarketingQuiz.com), a QR code (for the back of your business card or placed in your marketing), or landing page on your website that you can funnel people to from your advertising. Once there, they complete a quiz and the results are provided to them in an email. You get their "opt-in" for your email contact list and build your email marketing. By offering valuable insights and personalized recommendations through quizzes, real estate agents can attract potential clients, encourage engagement, and capture leads for further follow-up and nurturing. Here are some quiz topics that real estate agents could use to drive traffic and generate leads:

"Is Now the Right Time for You to Move?"
Questions could cover financial stability, lifestyle changes, and future plans to help participants determine if they're ready to buy or sell a home. Results could offer personalized insights and recommendations based on quiz responses.

"What Style of Home Matches Your Lifestyle?"
This quiz could explore preferences in architecture, interior design, and neighborhood amenities to suggest the most suitable home styles. Results could include descriptions of recommended home styles and examples of properties that fit each style.

"Find Your Perfect Neighborhood Quiz"
Participants could answer questions about their preferences for schools, parks, restaurants, and commuting distance to identify neighborhoods that align with their lifestyle and needs.
Results could provide a list of recommended neighborhoods with key features and average home prices.

"Home Buying Personality Quiz"
This quiz could assess participants' risk tolerance, investment goals, and preferred home features to help guide their home buying journey.Results could include personalized tips for navigating the home buying process and finding the right property.

"DIY or Turnkey: Which Home Ownership Style Suits You?"
Questions could explore participants' interest and ability in home renovation, maintenance, and customization to determine whether they're better suited for move-in ready homes or fixer-uppers. Results could offer insights into the advantages and challenges of each home ownership style, along with tips for success.

"Your Dream Home Wish list Quiz"
Participants answer questions about their must-have features, amenities, and preferences in a home to create a personalized dream home wish list. Results provide a customized list of properties that match the participant's criteria, along with tips for prioritizing their wish list.

"Are You Ready to Become a Homeowner?"
This quiz assesses participants' financial readiness, credit score knowledge, and understanding of the home buying process to determine if they're prepared to take the leap into homeownership.
Results offer actionable steps and resources to help participants prepare for the home buying journey.

"**Which Home Renovation Project Should You Tackle First Before You Sell?"**
Participants answer questions about their current home's condition, desired improvements, and budget to identify the most impactful renovation project for their property. Results include recommended renovation projects, estimated costs, and potential return on investment.

"Find Your Ideal Investment Property Quiz"
This quiz helps participants explore different types of investment properties, such as rental units, fix-and-flips, or vacation rentals, based on their financial goals, risk tolerance, and market knowledge.
Results offer insights into investment strategies, property management tips, and potential risks and rewards.

"The Ultimate Homebuyer's Quiz"
Comprehensive quiz covering all aspects of the home buying process, including financing options, property search strategies, negotiation tactics, and closing procedures.
Results provide a personalized roadmap for navigating each stage of the home buying journey, along with recommended resources and next steps.

"Your Home Selling Style Quiz"
Participants answer questions about their motivations for selling, timeline, and preferences for marketing and staging their home to identify their unique selling style.
Results offer tailored recommendations for optimizing their home selling experience based on their personality and goals.

"**Discover Your Ideal Mortgage Quiz**"
Quiz participants answer questions about their financial situation, credit score, and long-term goals to determine the most suitable mortgage options for their needs.
Results provide insights into different types of mortgages, interest rates, and repayment terms, along with recommended lenders or mortgage brokers.

"Your Moving Personality Quiz"
This quiz assesses participants' attitudes towards moving, packing, and settling into a new home to help them prepare for a smooth transition.
Results offer personalized tips for reducing stress, organizing belongings, and adjusting to a new neighborhood.

"The Home Safety Assessment Quiz"
Participants answer questions about their home's safety features, emergency preparedness, and potential hazards to identify areas for improvement and ensure a secure living environment.
Results provide actionable recommendations for enhancing home security, fire safety, and disaster preparedness.

"The Homebuyer's Budgeting Quiz"
This quiz helps participants evaluate their current spending habits, savings goals, and debt management strategies to create a realistic budget for purchasing a home.
Results offer personalized budgeting tips, savings strategies, and affordability calculations to guide participants in their home buying decision.

These quiz ideas cover various aspects of the real estate journey, providing valuable insights and guidance to potential clients while also capturing leads for further engagement and follow-up.

By combining traditional marketing techniques with innovative, outside-the-box ideas, you can grow your business and attract more clients. Utilizing press releases, perfecting your 30-second elevator pitch, writing a book, starting a podcast, and offering both aligned and adjacent signature talks can significantly enhance your marketing efforts. Embrace a diverse range of topics, engage with your community, and build stronger relationships to establish yourself as a trusted expert and create new opportunities for your business.

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