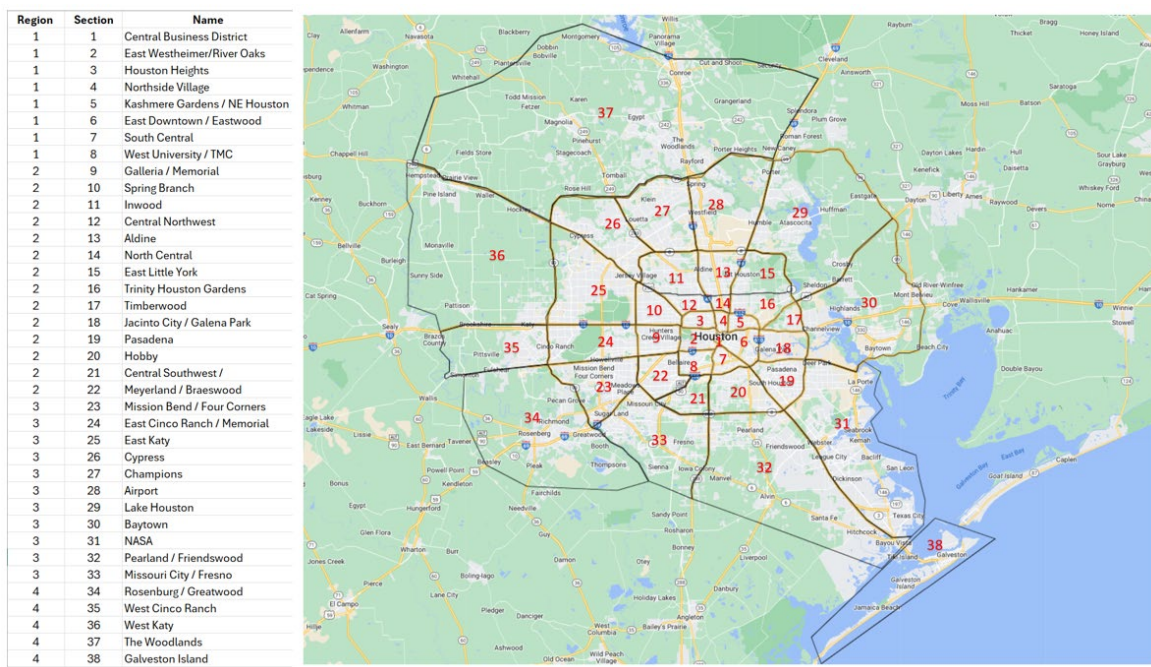**Realtors:** Stop buying leads and lists that don't work!

How to make Your Marketing Budget <u>work for you:</u> Smart Strategies for Real Estate Agents

Your marketing plan targets your client's sphere of awareness on many levels. Your message is designed to produce consistency and theme building awareness of you and your brand. You weave your brand into every aspect of their daily life. You exist in their social media, neighborhood functions, school events, and even their mailbox. This plan will help you build your own custom target neighborhood street by street and house by house.

Pro's don't use lead brokers; they mine their own in <u>carefully targeted high-performing custom neighborhoods.</u> Pro's know exactly how many houses on which streets will need their services and they adjust their aim daily to avoid wasting time and money. Pro's build a potential client profile and know which houses on which streets are a match. Pro's never use purchased mailing lists or zip code data simply because they are contaminated with time-wasting non-productive market areas. Purchased lists can add information to your custom target list but they should never be used as a primary target source.
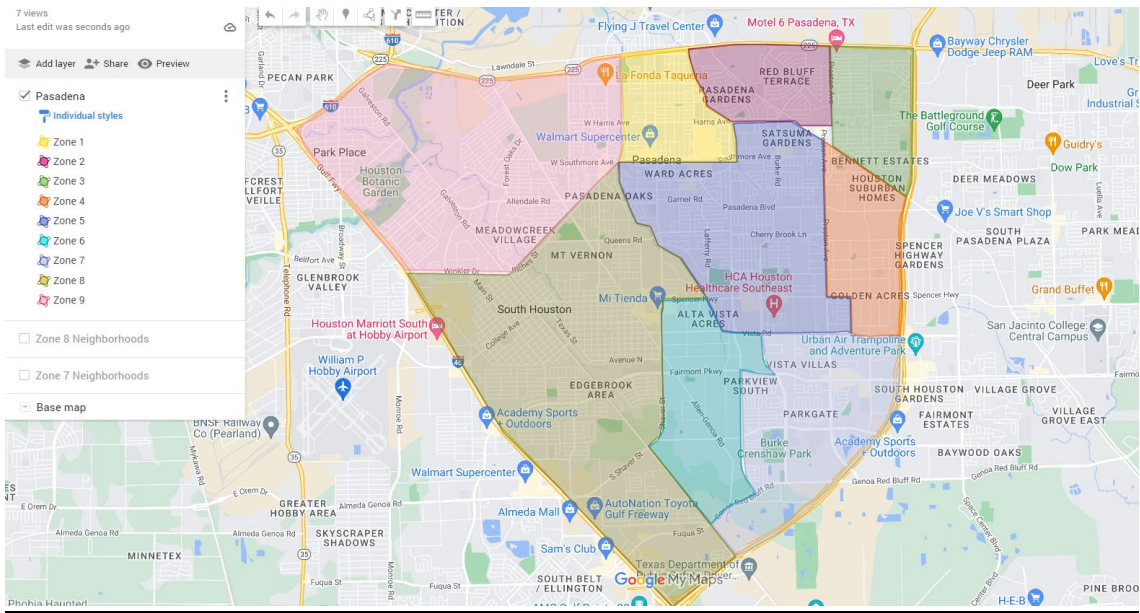
House2HouseAppraisal.com publishes [Advantage Report](#), which divides the entire Houston real estate market into 38 distinct macro markets called Sections. Each Section is compared against the others using DOT Analysis to compare price, supply, and demand. This model allows for a thorough evaluation of each Section's market dynamics, making it easier to understand where opportunities lie.

Region	Section	Name
1	1	Central Business District
1	2	East Westheimer/River Oaks
1	3	Houston Heights
1	4	Northside Village
1	5	Kashmere Gardens / NE Houston
1	6	East Downtown / Eastwood
1	7	South Central
1	8	West University / TMC
2	9	Galleria / Memorial
2	10	Spring Branch
2	11	Inwood
2	12	Central Northwest
2	13	Aldine
2	14	North Central
2	15	East Little York
2	16	Trinity Houston Gardens
2	17	Timberwood
2	18	Jacinto City / Galena Park
2	19	Pasadena
2	20	Hobby
2	21	Central Southwest /
2	22	Meyerland / Braeswood
3	23	Mission Bend / Four Corners
3	24	East Cinco Ranch / Memorial
3	25	East Katy
3	26	Cypress
3	27	Champions
3	28	Airport
3	29	Lake Houston
3	30	Baytown
3	31	NASA
3	32	Pearland / Friendswood
3	33	Missouri City / Fresno
4	34	Rosenburg / Greatwood
4	35	West Cinco Ranch
4	36	West Katy
4	37	The Woodlands
4	38	Galveston Island

For realtors, this report is a valuable tool because it offers a clear view of how each Section is performing relative to the rest. Whether you specialize in a specific area or are looking for a new market to expand into, you can use the Advantage Report to match your preferences and expertise with a section that aligns with your needs.
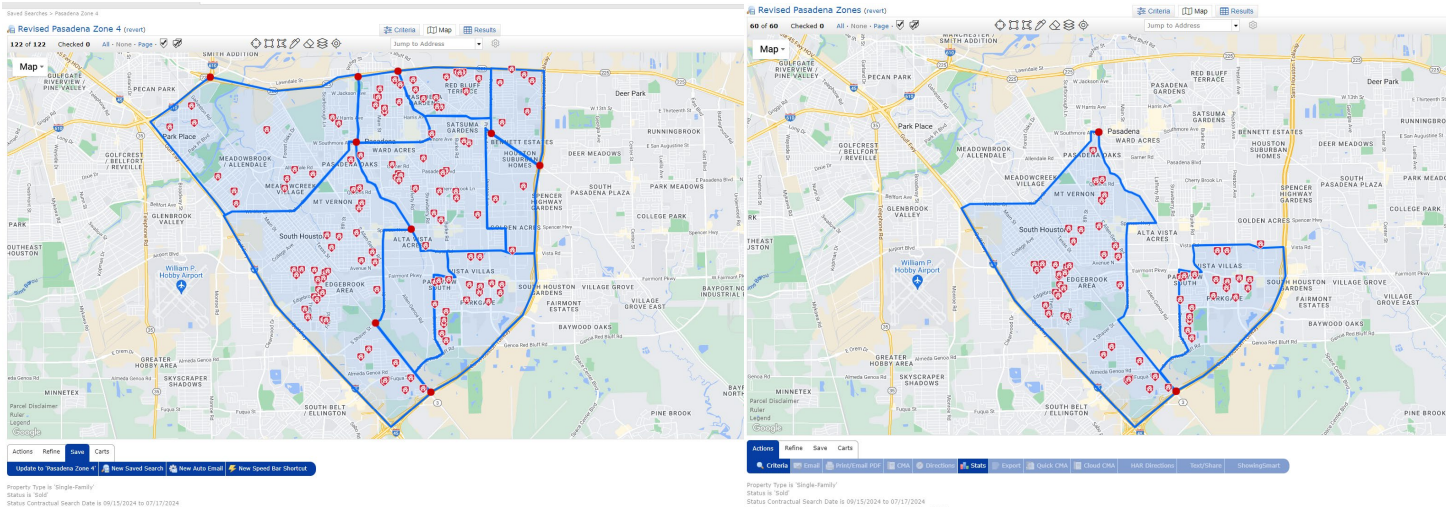
Let's say you live in or near Pasadena (Section 19) and have noticed Advantage Report consistently (monthly) scores the section in the top 5 of Houston's 38 individual single-family real estate markets. From the report you know this section consistently posts gains in price and demand, so you know more transactions are occurring at a higher price.

Pasadena has many neighborhoods, and you are looking for just those 2 or 3 top performers. To avoid evaluating every subdivision, divide Pasadena into **Zones**. Each Zone is defined by continuity in **block and lot size and shape,** helping to group properties that share similar physical characteristics. The purpose is to isolate areas within the Section where developments occurred during the same era and followed a similar architectural style. For example, Zone 2 along TX 225 has curved streets, Zone 6 has no subdivided neighborhoods, and Zone 1 has north/south early development long streets.
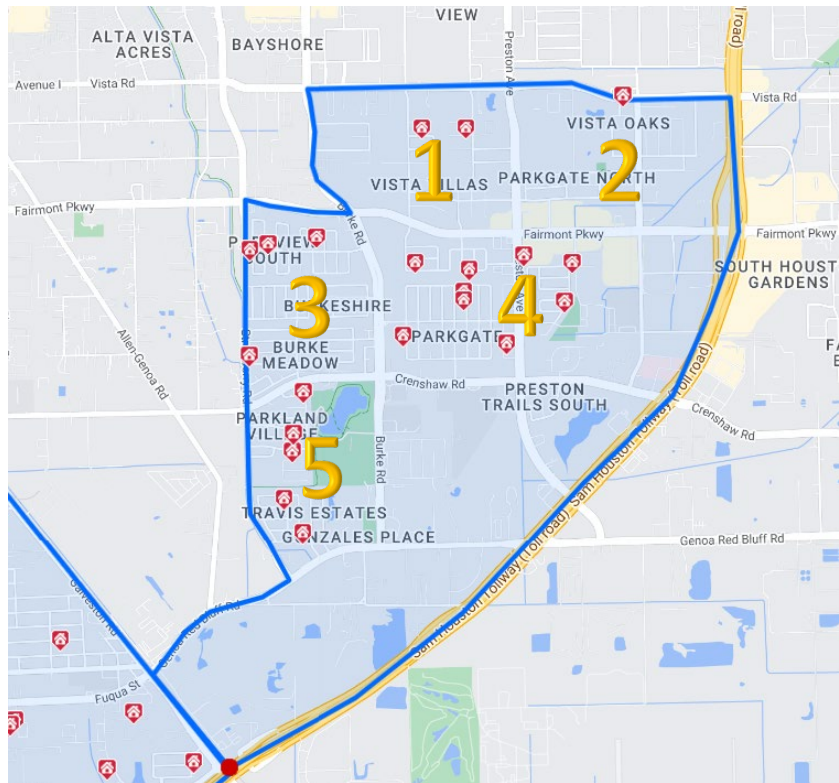

Using the MLS, map the zones and record the demand (numbers sold) over the last 60 days. Choose the top two zones and discard the rest. Your number sold (demand) map for the top two zones will identify the subdivisions where most of the transactions are taking place.

The size of the zones might appear to influence your count but remember you are interested in comparing only homes of the same age and economic era, or in other words, booms see more buildings than busts. This sounds more like an appraiser preference, but it works for the realtor with equal advantage.

Once you have narrowed the top two zones with the highest transactions (in this case Zones 7 and 8) you'll need zoom into the subdivisions where most of the activity is occurring.

Starting in Zone 7 we see 5 distinct neighborhoods. Neighborhoods 1 and 2 are obvious rejects, while 3-5 appear to be clear winners with Neighborhood 4 being the best over the last 60 days as measured by HARMLS.

 A closer look at Neighborhood 4 reveals 2 distinct **Market Areas** A and B. It is these Market Areas where you should first look to find your comparables for CMA(s). Median Sale Price for Market Area A is $287,450 with a median living area of 1,741 sqft, whereas MSP for Market Area B is $260,000 with a median living area of 1,314 sqft.

Now knowing where the streets are golden, it is time to size up your competition; valuable knowledge for all salespeople is knowing who your competitors are and how they successfully operating from within your new carefully targeted high-performing custom neighborhood from which **all leads** flow!

Sizing Up Your Competition coming soon in the Advantage Realtor Series at House2HouseAppraisal.com!