



Tip 19: Digital Tour Marketing

Instead, bring the Open House to the web.....

Whether it's your own listing, or you've gotten *permission* to sit or market another listing agent's house - the idea is to **create a walkthrough video** that you can then **share** to the masses!

Open Houses are an old school tactic, and at times they are a source of buyer leads. So why not walk through a new house per week/month - make it your "feature of the week/month", recording a video and then posting it onto your social media platform. This might very well attract some interest buried just a couple degrees from your own immediate circle.

JKock actually used this method on one of his own listings by using an app.

<https://www.facebook.com/joekochlingrealtor/videos/1984975128431743/?t=32>

Showtime!

Tip 18: Neighborhood Clubs

Not to be confused with heavy liquor and techno music.....

But there are plenty of groups out there that you can very well **identify** with, which are also a great way to **meet** more people. Most of these local associations meet up frequently and have their meetings scheduled online to where you could **join** and attend. Others just may be an online affiliation type of club. Either way, their *main* service is to connect similar people and inspire one another. But again, these specific avenues get you in touch with more potential clients needing real estate services.

Examples: Sports clubs, fishing clubs, pet groups (doggie and/or kitty cat lovers), religious groups, mom groups, etc.

Tip 17: Local Business Relationships

The key word here is **relationships**. Taking tip #15 a step deeper....

Businesses, in general, provide a service and service industries thrive on a circulation of referrals. Whether they relate to real estate (pest companies, movers, stagers, etc.) or not (gym, stores, police station) select a few locations you'd like to target a relationship.

Example: Grab a box of donuts (\$10) and some of your business cards, or maybe some flyers you generated that target listings/buyers, and simply introduce yourself and just drop them off. Many of these places *don't want soliciting* on their premises. But that's the trick, you are just dropping off treats and/or promotional items without personally staying. More importantly, not expecting anything in return.

Good deeds and thoughtfulness are truly what the actions are. There's just a stronger chance that now your face and business are fresh in the minds of all of the places you visit - likely leading to **referrals** and the forming of relationships.

Tip 16: Hobbies

As with any work we do, it's good to have hobbies to balance out the grind and downtime. Aside from the psychological benefits, your hobbies are also a **segway to meet potential clients** that share mutual interests!

Example: Say you like to go the beach, or boating or play golf, while you are out and about there's a good chance you can randomly meet strangers, strike up some conversation and then once "*so what do you do?*" comes up - boom! Real estate enters the dialogue.

Or say drinking is a hobby of yours, attending happy hours give you that opportunity to..... lol you get the idea.

You don't have to switch gears and get into business mode. Because that defeats the purpose of enjoying your hobby. But open your mind to meeting new clients through them, and then just resume talking any business with them once you're back on the grind.

Hobbies help our jobbies.

Tip 15: Local Advertising

Any space out there in our local community where you can place a flyer or your business card is worth looking into. The best part is all you have to do is *ask* if you can leave your flyer/card there - and then let it solicit itself at **no additional cost**. Many small-midsize businesses are in favor of supporting one another. So find those bulletin boards or counters to leave your material at.

A few tips:

-Again, **get permission** first.

-Post at **eye level** if possible. Position your cards/flyers in the most naturally visible space available.

-Be creative if possible. You want your card/flyer to **stand out**. Make it fresh.

While it may seem like a lost cause, there are plenty of people out there (your potential clients) that visit these local spas, gym, shops and stores on the regular. After all, if you find yourself with an excess of business cards in your possession maybe leaving a stack in various local shops will at least give them a chance to turn into opportunities rather than becoming artifacts... lol

Tip 14: Public Speaking/Talking

We've said it before, real estate is a people business too. An effective way to connect with people is by talking to them (lol)

While this tip is directed toward taking opportunities to speak publicly at events, conferences, etc. we can simplify it down to a daily scale: Conversations. Making phone calls, etc.

Everyday there are ample opportunities for you to call clients, other businesses, friends, family, etc. Some which aren't even real estate related. But, are you mentioning real estate during these convos? Are you **asking for referrals, forming business relationships, and soliciting your services**?

Even if you don't want to come off as "salesman-like" and ask for business directly, then ask them about theirs. Learn about different industries, **gain more knowledge**. Use that as a segway to mention yours.....

Picking up the phone can pick up your business.

Tip 13: Other Realtors

Yep, keep your enemies close. Just kidding lol

Look, one of the underlying words here is **referrals**. Not all realtors are created equally. For example, some real estate agents prefer to stick to a specific *territory*. Others may stick to a certain *transactions type*, like residential vs. commercial...

The idea is to build some bridges with fellow realtors, there may be some circumstances where you can work together.

Examples: A couple realtors found themselves unable to take on a full listing, or showing a buyer properties so they referred **in-house** to another SG agent to handle the legwork. There are 30 of us after all. Big picture, deals are getting done.

Out-of-network realtor contacts may also shed some light on different tactics they are implementing successfully. Remember the previous tip: Competitor Analysis.

Finally, **out-of-state** referrals. Bryan C has already done three of these deals, where he has contacted out of state realtors offering them a lead, and thus turned a seemingly empty situation into an opportunity via a referral fee. Meanwhile, JKock has been on the receiving end of an referral, due to keeping in touch with an out-of-state agent.

You can connect with your current circle of realtor-acquaintances or attend networking events to meet new ones.

Tip 12: Bankers/Lenders

So this tip refers to adding professionals associated with *finance* to your network.....

Bankers: To you've heard the term "insider trading". Well, divorce, repossessions, etc. are eventually filed as public record. So a banker on the inside can be a lead source for you, not divulging more than he/she can, but by giving you a head start on a potentially motivated seller. Even a buyer/investor for that matter.....

In fact, SG has begun networking with GTE credit union here in Tampa, and have already locked up three deals this year worth \$945,000 in revenue.

Lenders: A network of lenders (includes myself lol) may help you with answering mortgage questions. A creative lender can be a tool to solving complex situations, saving a seller/buyer's deal. But go a step further. Lenders also at times are the first to hear a client wants to buy and/or sell. Two-way street. Are you asking for leads from your lender too?

Tip 11: Contractors/Engineers

Furthermore, adding **contractors** (licensed professionals) and **engineers** into your network could serve valuable in different listing scenarios...

Say you have a client considering listing their home, but are unsure if they want to update the kitchen and bathrooms to increase their potential resale value. You mention that you already have some quality contractor references that could come out and provide a bid. Already having these relationships in place could make it more likely that those particular sellers choose you.

Say you go on a listing appointment, and come to find out the property has settlement/foundation issues. Or even had unpermitted work done to it - which *could* limit the pool of buyers able to purchase it. You being able to provide these types of professionals caters to the seller, making them likelier to being more comfortable with you managing their home sale.

Additionally, there will be some times where we may not have full product knowledge on these kinds of things, due to well - we are realtors. So it isn't a bad idea to be able to have these guys on hand for answers.

They say "**many hands make light work**". But first we gotta get our hands on some more hands...

Tip 10: Photographers

Continuing along with the same theme of having a solid network....

A good photographer is a valuable resource for listings. Hi-definition, high-quality photos, drones, virtual tours, 3D walkthroughs.....there's more to offer in regards to pictures these days.

The investment is worth the return, especially when the initial goal is to "attract buyers".

Once you have a portfolio going to show your track record of previously sold listings, you can accredit your photographer as an extension of your abilities to list/sell properties sooner!

Great photos sell.

