

The 3 Things Every Agent Should Invest In ASAP

As you probably know, the internet is full of advice about what you “should be doing” with your marketing. The reality, of course, is that you can’t do everything. We’re all dealing with limited budgets and limited time. So if you could only do **3 THINGS**... Which would *actually* make a difference to your business?

1. Get Started With Facebook Ads

One of the most effective ways to get real estate leads online is with targeted Facebook ads. You can target people who are house hunting, homeowners who are likely to move, and many other demographics that allow you to generate high quality leads .

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

2. Start Sending Value-Driven Email Sequences

Most agents use their brokerage/IDX provided email tools to send people updated lists of homes... And that’s it. And the trouble with that is that your leads can get that kind of information everywhere. Those kinds of emails are what every agent sends, and there’s nothing about it that sets you apart from your competition. One of the most important things the average person looks for in a real estate agent is deep knowledge of the local market.

People want to know you know your stuff when it comes to not only real estate, but also to everything going on in your local community. Sending regular emails that link to valuable and interesting content is one of the best ways to establish authority and build trust with leads over time. Email is still one of the most powerful marketing tools on earth, and most agents are not getting the out of it possible!

3. Invest In Your Own Website That Gets Leads

Most agents settle for the generic website they get from their brokerage. In almost all cases, these sites are behind the times in terms of design and, more importantly, smart marketing tools that actually get you leads through your website. If your website doesn’t give you tools like: landing pages, pop-ups, blogging, social share shortcuts, automatic text message followup, and smart contact forms... Your website might be wasted space! Need a site that gets leads? Click below!



* CLICK TO *

GET A WEBSITE THAT GROWS YOUR BUSINESS!

