

**REAL
BROKERS**

*Welcome
TO*

**REAL
TALK**



3 Ways to Expand Your Marketing Reach

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3 Ways to Expand Your Marketing Reach



It's difficult to reach your real estate sales goals if you don't have the right materials and/or the information to help your business reach the success it's capable of. These three insights will help you generate the business you've always dreamed of.

1. Know who YOU are first then you can find your “people”!

Chances are, you already have a target audience that you are marketing your products to. Let's face it, you're probably looking for ways to increase your market share and sell more homes or you probably wouldn't be reading this article. Here's the real facts... you don't have to find a bigger audience to increase your sales. Just one that will connect better with you and use you more.

Have you noticed similar characteristics that groups within your target audience have in common? Maybe you have a group of businessmen, a group of young mothers, and a group of retirees that frequently make purchases. That is just the set-up I'm talking about.

Pay attention to the individual characteristics of each group, and divide your advertising into similar segments, or niches. Focus on the specific needs of the group in the neighborhoods/communities that you are working in to gain market share. General advertisements are not as effective as more specific ads. Hey, we all sit up and pay attention to someone who recognizes our specific needs and desires!

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2. What do you mean it's not about me?!

Why should someone buy from you and not the agent that they knew since grade school? I hate to deal a blow to your ego, but it really has nothing to do with you, their friend, grade school, or your USP (unique selling proposition). Yeah, it's a little self-centered, but customers are attracted by offers that point out the things that they understand will benefit THEM.

If you want to stand out from the crowd, create an easy to absorb way that stresses the benefits the customers will receive by giving you the chance to demonstrate why you are the best option for their specific need. Will they get cheaper, faster, more reliable, higher quality service? Go ahead and dramatize it, but keep the customer at the focus... "your home sold in 15 days guaranteed!" Choose your message and TRUMPET IT to the masses. Of course, be ready to provide that service at a very high level and do not pick one that you will need to unravel 6 months later when you get busy!

This does not mean go out on a limb to create new products and services to get attention. Just, accent part of what you do well already. The most effective things to emphasize are benefits that your competition cannot or is not willing to give.



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3. “Offer” Your Way To Greater Profits

How many times have you began “the lead search”? Sure, as an agent you hustle and search for brand new or ancient methods of



drawing brand new prospects to your coffers. The fact of the matter is that you don't have to find new customers for your sales to grow.

No, in fact you can take the current business you have and send your profits to the moon with one easy technique... create a program to include a strong Business Ecosystem and share your vendors services to your customers by simply making a strong vendor offer to your customers.

Greet every customer with options of how to do business within your ecosystem. The offer doesn't even have to be directly related to real estate (it should be but it's not required). Your SOI and community is full of vendors that would love to be part of your sales process. Even better they will reciprocate.

Making your business grow doesn't have to be a stressful, backbreaking or frantic process. Simply implement these three strategies, and watch it boom!