



10 Hacks To Sell More California Homes

 PressAuthority

The Ultimate Guide Series
Real Estate Guide 2019

In an industry as fiercely competitive as real estate, many agents struggle to differentiate themselves. This Ultimate Guide gives you everything you need to quickly stand out from your competitors, become the go-to local agent and ultimately sell more homes in your area.

1. Sell the Dream

If you're listing homes for sale, it's important to create descriptions that will jump off the page and grab the buyer. A good tactic is to appeal to the buyer's emotions. Use emotive keywords that paint a vivid picture. It's not just about telling facts but also about selling the dream.

Neuroscience tells us people buy with emotion and justify with logic. Use emotional words and concepts strategically when describing your listings to grab your client's heart.

2. Killer Newsletters

Once you decide to incorporate an email campaign into your real estate marketing strategy, create killer email newsletters your clients always want to open. Send these on a regular basis to keep a presence in your client's subconscious.

The subject line is the first thing potential clients will see, so use a strong subject line to capture the attention of your readers. Email newsletters should also be based on a visually appealing template and include a call to action that engages readers and converts leads into clients.

3. Neighborhood Tours

When it comes to great marketing, nothing beats the personal engagement that comes from hosting a fun event for your sphere. Even better, why not host an event that shows off your own love and expert knowledge about your area?

Luxury Manhattan Real Estate Agent Jeff Goodman does just that. Goodman organizes regular walking tours of historic Manhattan neighborhoods for his sphere. Since he hires a professional tour guide for the events, he generally gets 70 or more people to attend each tour.

4. Go Live!

Let's face it — when scrolling through a social media feed, a “Live Now” tag is pretty much irresistibly clickable. People are just naturally curious. Seeing a new listing for the first time? Why not show your audience via livestream? They'll feel like they're getting the inside scoop, and you'll be able to build your audience and get more leads. That's a win-win situation.

5. Take Advantage of Google

Search engine optimization (SEO) is a terrific way to use your business content to increase website visitors and expand the reach of your marketing. Certain keywords like “houses for sale,” “MLS,” and “for sale by owner” have higher SEO value than other terms. Optimize your online content even more with keywords that are extremely local like “Prospect Heights townhouse” rather than general like “real estate for sale.”

ProTip! Getting a link to your website (backlink) on reputable websites will boost your credibility in Google's eyes. As a consequence, they will push you up the results pages and drive more traffic to your website.

6. Instagram Stories

With one billion monthly users, Instagram's popularity continues to grow as other social media platforms plateau. To maximize your real estate marketing with the platform, use Instagram Stories to promote your listings and give your audience a look at your day-to-day life as an agent.

In addition, Instagram Stories lends itself well to follower engagements because users automatically see your stories at the top of your feed. Maximize this feature by incorporating a poll or using the Highlights feature to promote specific listings.

7. Viral Infographics

Infographics take useful data and present them in an attractive and easy to read format. If you're on any Pinterest or Facebook real estate groups, you've likely seen and shared dozens of infographics already.

Infographics can be used to display information about your area of coverage. You can compile information in an engaging digestible format which warms potentials clients.

8. Use the Press to Become An Expert

While many agents think PR is something that only celebrities and titans of industry can afford, very few realize they can do this on a small budget. By featuring your real estate business and listings in the press, you position yourself as the go-to expert for your area.

Getting featured in trusted press outlets establishes you as the real estate expert in your area. People will always buy from experts first.

ProTip! PressAuthority can guarantee you press coverage in major news outlets. We craft compelling features about you and your listings which will get published by outlets like Forbes, Reuters and Yahoo. To get featured contact hello@pressauthority.net

9. Embrace Retargeting

Retargeting is the technique of consistently displaying advertising to people that visit your website. A powerful way to enhance your marketing is to set up retargeting campaigns.

The idea is to craft a great ad copy that directs people to a dedicated landing page or a single-property website with the listing you're marketing. The ad follows your site visitors across the Internet and social media helping you redirect the traffic back to your site when they're more ready to reach out.

10. Market to Millennials

It's estimated that 35 percent of all real estate buyers in 2017 were millennials. This is up from 32 percent in 2015 and will only continue to grow. In fact, the market is so important that Zillow recently launched a real estate portal just for millennials.

To maximize the impact of your marketing on millennials, offer experiential marketing like in-person classes and events. Creating a brand that is authentic, informative and sociable will help you get over the finish line with millennial buyers.

The perfect real estate marketing depends on your market and preferred strategies. Use as many of our hacks as you can, to build a constant flow of qualified warm leads. Inevitably, establishing yourself as the go-to expert in your market will ensure people naturally gravitate towards you when they want to buy real estate.

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