

6 Steps to Market a Real Estate Listing (and get more leads)



WISE PELICAN

wisepelican.com



Hold an open house where everyone gets to guess what the home will sell for and the person that comes closest wins a prize.



It's also a great idea to hold open more than one home in the community so that you really look like the expert in the neighborhood.

Just make sure you take the opportunity to plaster what you're doing all over Facebook, YouTube, Instagram, etc. Also make sure that you mail out postcards to everyone in the neighborhood and in your database advertising the open house/tour of homes.

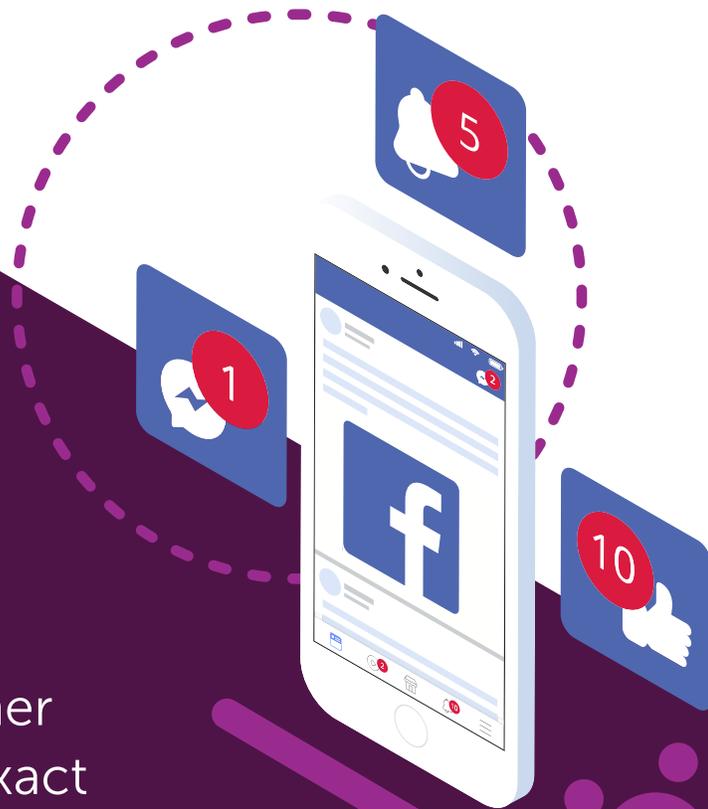
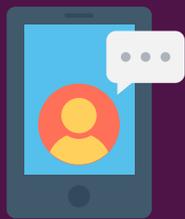
Mail Coming Soon, Just Listed, Open House, Under Contract, and Just Sold postcards.



It's extremely important that you don't overthink your direct mail campaigns. I can't tell you how many times we've had people in our database say to us "I can't believe how many homes you've recently sold in blah blah blah subdivision. It's crazy! Are you getting all of the listings there?" And guess what...??? We only sold ONE home there. And also guess what...??? Sometimes these are even other real estate agents saying that!

When you mail a listing 5 times people see it as you having sold 5 homes. Add in some market updates in between a couple of those and now you're up to 6 to 10 homes.

Create Facebook ads that mimic what you mail on the postcards.



You can use custom audiences called Customer Lists to even target the exact same people you mailed the postcards too. We have an in-depth guide on exactly how to do this that you can download here:

<https://www.wisepelican.com/wp-leveraging-facebook-custom-audiences-for-real-estate/>

wisepelican.com

Use Facebook Live to do video walk-throughs and post these to YouTube as well.



Facebook LOVES to promote their Live feeds and people love to watch them. Google LOVES their YouTube content (they own it) and pretty much every search these days includes YouTube videos very close to the top. These are quick and easy to do and can get you great SEO.

wisepelican.com

Blast your e-mail with a Coming Soon e-mail even if it's just hours before it hits the MLS.



It's insane the number of responses you get to these e-mails and the people in your database will absolutely love getting them. You can experiment with not including photos and then sending them a link to where they can find the photos when they reply. These keep you in communication with your database. Keep it short and sweet:

"Hi Tammy, We're about to list a new property at 1234 Main St. and we wanted to give our friends and family a first chance to know about it. It's a recently remodeled 4 bedroom, 2 bathroom house that's going to be listed for \$429,000. Are you interested in learning more about it? I have pictures I can send as well"

wisepeican.com

Mail letters / postcards to the neighborhood letting them know about the listing you have.



but also letting them know that you've had a lot of interest for different homes that don't exactly match the listing. Or if it goes under contract quickly, you can let them know that you sold it quickly and still have more buyers.

"Hi Tammy, as you know we recently listed 1223 Main St. just blocks from you and we had so much interest that it went under contract in less than 7 days. We have a database of great people that are interested in moving into the neighborhood as well that are looking for something similar. Do you know of anyone else that might be interested in selling or would just like a free analysis to find out what their home is worth?"

If you or anyone you know is thinking of selling I'm extremely happy to let you know what I think the home could list for, just call, text or email me right away, please.

wisepelican.com



WISE PELICAN

7137 E Rancho Vista Dr STE B07, Scottsdale, AZ 85251 United States
geoff@wisepelican.com

wisepelican.com