



10 tips to get clients in real estate



1. Always be selling

Being prepared is one of the best ways to get clients in the real estate business! A good real estate agent can be reached at any time and from any location, ready to sell even in the middle of the night. You must have constant access to hot listings, whether through personal contacts or through a real estate website such as Zillow.

One of the best ways to sell real estate is simply to be where your clients need you. Anyone looking to buy a property is likely to have many questions and concerns. Respond promptly to all phone calls and emails, and schedule specific consultations with a specific real estate client – for example, always meet with Martinez on Tuesdays and Thursdays. Open communication reduces client stress and builds trust which is crucial for successful real estate agents.

2. Be present on social media - Hire Industry Expert

Real estate customers often search for information about properties and homes before deciding to buy or sell their own homes. Today, more and more people are turning to social media – asking on Facebook groups or browsing YouTube for answers. The more individual interactions you have with people on social media, the more likely you are to ultimately close the sale. Be where they are looking for you.

Likewise, prospective clients in real estate are not just home buyers. Many professionals are in the lookout for offices and might want to hire a locale near you. Real estate professionals should also monitor LinkedIn and similar sites to find clients outside their real estate niche. Or you can hire some industry/marketing expert who has fair enough experience in [real estate digital marketing](#).

3. You must be present offline.

The truth is that the more involved a real estate agent is in their community, the more likely it is that they will gain a new customer. This job, more than any other, is focused on talking to people around and knowing your local events and people.

Attend all sorts of community business events, charity events, and social gatherings. A real estate agent must be present at major events in their community, such as school picnics and village festivals. Where people meet, there are new businesses or newcomers looking for a place to live. Even if you don't meet any potential real estate clients, you will meet people who will spread the word about your real estate company. If you present yourself as an active member of the community, other real estate professionals will

look up to you and you will establish yourself as a real estate industry leader!

The local Chamber of Commerce is also a good place to network because, depending on the local government, they can hold meetings, attend events, and participate in all sorts of business outreach programs. You can, for example, buy real estate leads simply by registering with the CoC and asking them for a list of new clients who opened their companies recently. It can sometimes also provide information about potential customers in the commercial real estate sector.

4. Use marketing materials such as real estate flyers and business cards.

Distribute flyers and business cards when you are out and about. You never know when you'll meet someone looking to buy or sell a house or potential real estate investors. In offline space, you can make your business card unique, using unusual designs or materials.

Online, you can use flyers from Publuu real estate flyer maker. With real flipbook software, you can showcase your real estate offer using realistic interactive images and videos, linking to any offer inside an

interactive PDF like this real estate flyer below.

You can publish your leaflet online on all social media platforms so that interested home buyers can peruse it at their own pace. You can even place QR codes on printed leaflets so that interested customers could learn about your real estate profile using their own cell phones.

5. Building the right website

It's estimated by various [real estate professional agencies](#) that 97% of all homebuyers use the Internet to search for a home. That means you can't just rely on sites like property platforms– it pays to have your own property website with your listings. You should also have a real estate blog, which can help you gain authority in this competitive market.

As well as the listings on the site, you can include a history of the area, local events, important phone numbers, property statistics – anything that shows you have knowledge about the market. Write engaging, interesting content to establish yourself as a professional real estate agent.

6. Create content for local media



Consider writing articles for local newspapers and magazines or online portals. This is also a method to gain real estate clients – because you get your name out and establish yourself as a person who knows the entire city.

A good real estate agent knows the town, its history, and its people like the back of their hand. Try to sell yourself as an expert: you can tell stories about the town or write advice for house hunters. Remember to always showcase the name of your real estate

company so that your name is visible in the media – whether in local newspapers or neighborhood groups.

7. Diversify your marketing strategy

Get into the real estate marketing game and be where your potential customers are. For instance, if you have a young audience, you can start with social media marketing or text messaging to reach young customers. Such a fast market requires creative marketing – like online leaflets that can be involved in social media posts. Other groups, in particular mature homeowners, will respond better to flyers or postcards, and other traditional media to generate new leads.

Once you decide to make one, you can include a whole bunch of things such as an introduction to a certain neighborhood which for some clients may be a perfect place to move in. You can share some valuable tips on how to manage a home's space or even announce local events that you will participate in where potential clients can meet you.

Property newsletters are worth considering. You can distribute them as printed booklets or as digital pdf files in the form of Publuu Flipbooks. Such newsletters contain relevant and up-to-date information for your local audience. You might add house-hunting

tips, the history of the area, or anything related to your real estate business that might interest potential and past clients.

Also consider other ways of advertising, such as Google Ads, Facebook, and email marketing in conjunction with newsletters.

8. Hold an open day

Open houses are one of the most effective ways to generate leads for real estate agents. Invite potential clients to your property – let them imagine themselves living in the space. If you host open houses, you can easily make your customers interested in the hot property.

On an open house meeting show them the interiors of the properties, even let them fantasize – and if you can't do this during the rush, you can put videos of the interiors on your website. Instead of an open house event, you might create an interactive event on your website – or maybe even use new social media platforms like Twitch which is underused by real estate agents these days!

9. Go out there and meet people

Visiting people in person is a great idea! New real estate agents can actually gain more potential contacts... just by knocking on doors and visiting every flat or house in the district!

And yes, this sounds like a lot of work, but a new real estate agent who does his or her legwork might find new contacts or might find out if someone wants to move. Sure – maybe 99% of people won't want to talk to you, but what about that 1%? You could invite people to meetings, hand out leaflets or books – just to get them interested in making contact. Even if you don't find any leads straight away, you'll broaden your acquaintances, and will show that, unlike other real estate agents, you care about the personal touch!

10. Host live streams on Instagram/YouTube



Live streaming is one of the most promising new marketing channels. Try live streaming an open day, showcasing a preview of a property, or even a specific area.

There are some real estate agents who use drones to present their property from the air. It's worth considering – you record a live stream, your customers can comment and discuss with you, and when it's recorded, they can come back to it or to your real estate website, so you get double the return on investment.

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