



Real Estate Marketing Mistakes to Avoid

And What to Do Instead

Before you go on your next listing appointment, write your next email or send another “just listed” flyer. Take a look at these 3 common marketing mistakes. You may need a detour.

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Marketing Mistake 1

Talking too much, and mostly about yourself.

You're great. The services you provide are probably great too, but talking too much about yourself and your services can actually backfire in marketing (and sales)

What to do instead:

Shift your focus from telling to showing.

Whether in person or in print, rather than tell people “what you do” and risk boring them with your 120-point marketing plan; shift your focus to show people how well what you do has worked for others. Social proof is an effective marketing tool that cuts through marketing clutter. Incorporate client video testimony, online reviews, and dollarized proof of your negotiation skills for the best results.

For print and digital marketing, same rules apply. Rather than tell them that you're an expert, **show them your expertise**. Create and deliver content that is relevant, timely, and most importantly, insightful. The most impactful content teaches your audience something they didn't know, they didn't know. Become an expert at communicating your “expertise” and watch clients start to actively seek you out for advice.



NEGOTIATING KNOW-HOW

THE POWER OF 5% IN NEGOTIATION

For every \$100,000 in sales, a 5% increase in price equals an additional \$5,000 in revenue. That's the power of negotiation.

\$3,000

\$4,000

\$5,000

SOLD

PRICING A HOME RIGHT IS CRITICAL

AND DIRECTLY IMPACTS YOUR BOTTOM LINE

Setting the list price of your home is critical. Set it too high and you'll lose the sale. Set it too low and you'll leave money on the table.

\$250,000 - \$500,000

Price set just 1% too high, you lose \$25,000 - \$50,000

Price set just 1% too low, you lose \$25,000 - \$50,000

SOLD

HOME BUYER SEARCH

TIPS TO FIND YOUR DREAM HOME

HERE'S WHAT YOU CAN'T SEE ONLINE

- 1. Homes in hot markets that haven't made it online yet.
- 2. Homes in private sales that haven't been listed.
- 3. Homes in the "pocket" of a seller's agent.

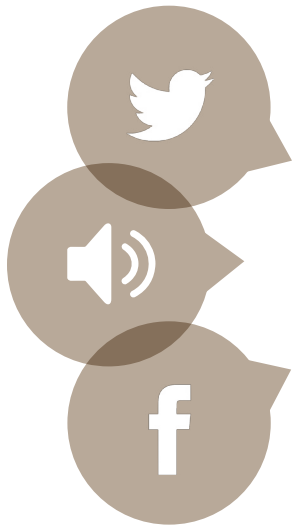
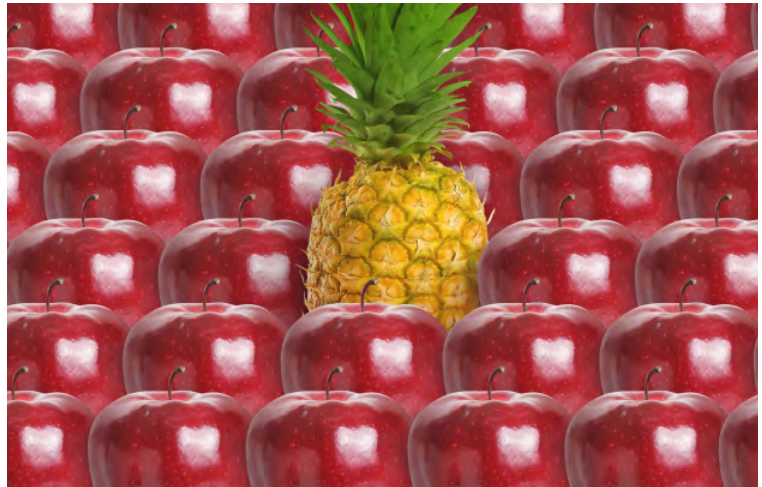
I'M HERE TO HELP. NO STRINGS ATTACHED.

2

Marketing Mistake 2

Sounding the same as everyone else.

Many REALTORS® post their real estate board stats or news articles on their Facebook page, but how many are adding context to those statistics and articles? Your clients have information and tools at their disposal 24/7. What they don't have is the wisdom that comes from your many years of experience, your expert knowledge, and your way of explaining things – what they lack is insight.



What to do instead:

Have an opinion.

Include your interpretation and advice to real estate news everyone in your marketplace is hearing about. Break down the broad market statistics and talk to your clients about what the statistics mean to them, and their world. Offer your own unique perspective and don't be afraid to provide your honest opinion. Buying and selling real estate is a big deal and people want a leader who isn't afraid to tell them the truth.

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Marketing Mistake 3

Spending too much time finding leads and not enough time converting leads.

Ironically, one marketing mistake you might be making is spending too much time marketing. Technology and marketing strategies are powerful tools that can also distract you from the real goal – converting leads to appointments, and appointments into signatures (listing, buyer or sale agreements). 500 likes on your Facebook page is great, but are you providing value and selling more houses because of it?



Buyer Lead Prequalification and Follow up
(www.richardrobbins.com/wp-content/uploads/videos/BuyerFollowUp.mov)

What to do instead:

Become relentless at lead follow up.

Before starting a new marketing strategy, ask yourself, “Am I trying to stay busy to avoid doing the hard work – setting appointments with the leads I already have?” Most agents could literally double their business just by implementing an effective lead follow up system.

To become more effective at lead follow up, start by qualifying all leads for motivation and avoid wasting your most valuable resource – time. Take a look at this “live” Prequalification Video that shows you exactly what to say and how to say it.

Until next time. Make it count!

Rich

