

HOME MARKETING NINJA TIP SHEET

1

SYNDICATION.

Digital technology allows us access to the same data, however, the key is that not all real estate platforms pull the correct or all the information of your listing which can cause a potential buyer to skip your home. This needs to be monitored by your real estate broker to verify accuracy.

2

WEBSITE.

Make sure that your real estate agent will provide you a personalized writeup of your home on the company website and secure a personal domain to maximize exposure.

3

ONLINE ADS.

Ask your real estate agent how much experience he/she has with using online ads such as Facebook ads and Google Ad-words.

4

RE-TARGETING.

Ask your real estate agent if he/she knows how to use this effective marketing technique so you don't lose potential buyers for your type of home.

5

SOCIAL MEDIA.

Ask how many social media platforms your real estate agent will market on and what strategy he/she will use.

6

VIDEO.

Ask your agent what kind of video he/she will produce to showcase your home. The video should be short, high quality, entertaining, and professionally edited to keep the attention of the buyer, not simply still photos that are rotated through.

7

DIRECT MAIL.

Ask for samples of direct mailers. Make sure that your agent is willing to spend the time, money, and effort on high quality, well designed direct mailers.

8

DIGITAL OPEN HOUSE.

Serious buyers are weeding out listings with technology. Be sure your real estate agent understands how to do an effective open house to attract the right buyers using digital open houses.