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As a Realtor, How Do I Attract Listings?

By Barrett Niehus

As a Realtor, How Do I Attract Listings?

by: **Barrett Niehus**

Have you ever noticed that despite the massive number of Realtors in your area, only a hand full are making a fortune selling real estate? Regardless of who these realtors work for; GMAC, Century 21, REMax, they are extremely successful where others in their office are barely scraping by. What is the secret to their success? First and foremost, it is their approach to marketing themselves and their customers.

So what techniques do they use to attract listings? Well, while the rest of us are placing door hangers and mailing out notepads, these super sales people have perfected marketing techniques that attract motivated buyers and sellers, and motivate them to take action. An example of one of the strategies that the best seller in my city uses is as follows:

1) Specialize: Despite the policy of never turning down a listing or qualified candidate, focus on specializing on the type of property that will best suit your performance goals. For the person in my area, single family attached homes provide the greatest return on investment and are turning over the fastest. This is where she is really making her money.

2) Geographic Specialization: When a person decides to sell his/her house, they will find a realtor either through referral, recognition of a local representative, or through the yellow/white pages and internet. By focusing your promotional efforts on a specific geography, you can increase your market presence so that you are the first phone call if a target client decides to sell their property, as well as first on the list if they ask a neighbor for referral. In addition, if you specialize in a specific area, people will recognize your name and be more inclined to trust you with their listing and to negotiate their deal.

3) Grow and harvest your area of geographic specialization: Focus your marketing message on the area of geographic specialization that you have chosen. If your area has a high rate of property turnover, then you will do very well. The most successful realtor in my area papers my door with her picture every Monday afternoon. In addition, she includes a list of properties in my neighborhood that

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are listed or for sale. Looking at the sales price of other properties is a good motivator for me to list my own home and take advantage of the capital gains.

4) Create a continual presence: Once you have chosen the type of property to specialize in, and the neighborhoods to cultivate listings, begin promoting. As a marketing manager, I am a big fan of postcards that are sent to target clients on a weekly basis. Generally, it will take about fifteen pieces of promotion before a client will remember your name, but when they decide to list, you will be the first phone call.

The overall goal is to attract as many viable listings as possible. Regardless of who eventually buys the property, as the listing agent, you get to take advantage of the commission. By focusing your time on marketing yourself to your most promising targets, you will save time and increase your listings substantially.

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Barrett Niehus is a Marketing Manager for IP Ware Residential Real Estate Investment Software for Realtors and real estate investors.

Choosing A Realtor

By Nicole Soltau

Purchasing a property, either as an investor or as a prospective homeowner can be one of the most exhilarating and frightening experiences of your life. In both situations it is imperative that you find just the right property at the right price. With so many options to choose from it can quickly become overwhelming. Start with Credit Unions to help you make the most of this exciting purchasing process.

Searching for the right property can be exhausting. Not only do you have to keep a price range in mind but you also must search out the elements of neighborhoods that are important to you. Choosing the right realtor makes a difference between chaos and calm.

There are a few tips that you should keep in mind when choosing a realtor. Considering the fact that you are making a major investment, it's important that you locate a realtor you will feel comfortable working with. You will need to find a realtor who is competent and professional, as well as knowledgeable and who respects your time and the fact that you are committing to a serious investment.

Although consumers are generally unaware of this fact; realtors are generally classified as either seller realtors or buyer realtors. This means that they must represent the best interests of one or the other. Far too often individuals who are searching for properties select a realtor and believe that person will just naturally take their best interests into consideration. This is not always the case because most realtors, unless they specify, are actually seller agents. This means that their primary goal is to obtain

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the best deal possible for the seller. If you are looking to purchase a home and want to choose a realtor who will represent your best interest you should look for a buyer agent. If the realtor does not specify, chances are they are a seller agent.

After determining whether a realtor is a buyer or a seller agent, your next step will be to check out the realtor's background. Obviously, all realtors are governed by the regulations of their state and must meet certain licensing requirements but you will need to check on information above and beyond this. Look for someone who specializes in the type of property that interests you. If you are looking for commercial property, why work with a realtor who has no experience in commercial property? You may also consider working only with a realtor who has experience in the specific neighborhood or community that interests you.

How much experience should the ideal realtor possess? Well, it depends. Relatively new realtors are often hard hitting and will put in quite a bit of time and effort in order to make a sale. The downside to a new realtor is that they simply may not have the experience and knowledge necessary to find the right property for you. On the other hand, more experienced realtors are often quite busy and may not have the time to devote to all your needs.

Finally, look for a realtor that has good communication skills. It can be difficult to find the right property if you feel you cannot even communicate to your realtor the features you really need or want in a property. And above all; look for a realtor who has a trustworthy reputation. Integrity says far more about any professional than any other trait—even experience.

Nicole Soltau is the President and Founder of CreditUnionRate.com. The Leading Credit Union Directory. Search, Find, Join.

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