

Marketing Tips for Real Estate Agents

Pamela Cendejas, owner of Second Self Virtual Assistance

(<http://www.thinksecondself.com>)

is interviewed by Suzanne Evans

with HelpMorePeople.com at her

Build the Business of Your Dreams Teleseminar.

Suzanne: And this is just a beautiful introduction into our next and last guest, Pamela Cendejas because we talked about the social networking is one area of the house and that really, of course, the mindset is the nucleus and you've got the foundation. The roof is marketing. And, you've gotta have marketing in any business to make all of these other elements work because it really is marketing that fuels your business on a daily basis. Sometimes hard to hear in the areas we work in, but it always ends up being marketing over mastery for success in business.

And, Pamela Cendejas specializes in marketing for real estate. She's a Certified Real Estate Support Specialist and she's the owner of Second Self Virtual Assistance. She's been working with real estate agents since 1997 and finds profound joy in successfully helping them with their website, marketing, administrative and other real estate related needs. She's a true believer in continuing education so she can stay current with the latest trends that will translate into a successful outcome for her clients.

Pamela's clients find, as a result of working with her, they have more time for themselves and are able to earn more money and enjoy their real estate careers more. And, talking about a lifelong learner, I was

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talking to Pamela earlier today and she's always like, "I just finished this program and I'm starting this program and I just signed this and I just signed that" and I'm like "Oh my gosh! How does she keep it straight?" She is always learning, always growing and that is why she is so successful and knows so much about marketing.

So, she's going to talk to us today for the most part about marketing for Realtors®, but this is going to apply to a lot of business owners, most business owners because, at the end of the day, there's special things for each niche and target market, but marketing is marketing when you shut the lights off and it's the end of the day. So, welcome, Pamela. I'm so glad to have you.

Pamela: Thank you, Suzanne. I'm glad to be here.

Suzanne: Wonderful! So, first let's just start. We know there have been changing trends and types in every industry, but, specifically, housing and real estate and Realtors®. So, we'd just love for you to share a little bit about how marketing has changed for Realtors®.

Pamela: Well, you know, years ago, when a Realtor® got a listing, their marketing would include things like, well, the top would be they list it with a Multiple Listing Service. They do property tours and open houses. They'd put a sign in the yard. They might put an ad in the newspaper, real estate magazine or something like that. They might create flyers. They might put together or hire someone to create a "just listed" postcard and then bulk mail to a targeted area. Well, back then, also, few Realtors® had websites. And those who did have websites did little personalization or optimization. So, since the trends

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change frequently, the plans that may have worked before would no longer work. And so, unless a Realtor® had the time to be able to stay current with trends, they got left behind.

And, also, when you look at the expense involved in all this media and newspaper ads and having property flyers produced or "just listed" postcards...the cost of postage. When you put all that together, that was a big expense for a real estate agent. So, what they do now and, thankfully, we've evolved to the point in technology where they still do the basic things, like the MLS listings, the property tours, open houses, yard signs, that kind of thing. The costly media advertising has been reduced and, in some cases, it has been replaced by less expensive online strategies. And, some of those strategies would include a well optimized website, online property syndication so that they no longer had to put a lot of money into property flyers and distribution and they could reach a larger audience. They have created focused email campaign strategies and, of course, as we talked about earlier, there's blogs where they can share knowledge and their expertise and set themselves apart as the expert in their field. And then there's the social media that would help build trust. There's that saying "nobody cares what you know until they know you care."

And so, all of these things then, again, help to do the same thing but in a more targeted, less expensive further reach because you've got like 80%...over 80% of people who are searching online begin their search for a home online.

Suzanne: Pamela, you've really got an interesting thing going on here

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because I know you're talking about marketing for Realtors®, but this is such an "ah ha" for every business owner. Because what you're talking about is a shift in the way people literally consume information.

Pamela: Absolutely, absolutely.

Suzanne: Yeah. It's just consumed differently. People are looking in different places. And, if you, whether you're a Realtor® or a coach or a basket maker, if you're not talking about what you have to offer and advertising your services in the right places, where trends are moving, you're being left behind.

Pamela: Absolutely. That's absolutely right. And then the way that sales are conducted these days is so much different. When I first started designing marketing pieces or designing websites, the focus was more on "I can do this for you" instead of showing the benefit of someone coming to them. In other words, it was more of a hard sell thing. "I have this title. I've gone to this school. I...I...I..." Now, the shift is also more of sharing and letting people get to know you and trust you so they feel comfortable coming to you for that sale.

Suzanne: That's really interesting. That's an "ah ha" everyone. Doesn't matter again what your business is. That people...there is a trend shifting to sharing, inviting people into a relationship, inviting people in to learn more and experience more and grow with the individual as opposed to just hard sell or all about self. So, there is a shift from "selling" to "sharing". I love that, Pamela. I mean that's, obviously Realtors® are going to resonate with that, but every business owner will.

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And so, that being said, which you outlined so beautifully what the shift is, what are you seeing as some of your clients' biggest challenges?

Pamela: Well, obviously I work with Realtors®, but it can apply to anyone. Without a doubt, the biggest challenge is time. People are smart. My Realtors® are smart. They can do their own marketing, their own social media, they can maintain and optimize their websites and they can write blogs and all that. But, that's not why they chose to be a Realtor®. The Realtor® has set goals for themselves, but they have also set goals for the seller and the buyer. And the Realtor®'s goal for their seller is to sell the property for the most money in the least amount of time. And their goal for their buyer is to help them achieve their dream of homeownership.

So, if they're trying to do everything...everything...they're trying to achieve the goals for themselves and their buyers and sellers, they really don't have time for themselves which leaves them all stressed out and not really feeling fulfilled in their real estate careers. They're unbalanced, their lives are not balanced because once they've gone through the paperwork and the phone calls and everything else, then they find that they also have to make sure they have a current website, their listings are online and their blogs are marketed and well written and everything else that adds up and it just throws them way off and they're losing that focus of what they became a Realtor® for, which is the two goals that I mentioned. It's really important - time management is a huge thing.

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Suzanne: Yeah. I'm hearing that and not doing everything yourself. A piece of the challenge is that they're trying to be a juggler who needs three hands and so, individuals like yourself and other support structures can really help them with that.

Pamela: Well, obviously, I believe in that. (both laugh)

Suzanne: OK, so that being said, you've been really great about what's the change in the market? How are people marketing differently? Specifically, of course, all this for Realtors®, but, honestly, everything you've said with such brilliance is information for all businesses. We're hearing what some of the challenges are. What does a real estate agent, or any business owner for that matter in an entrepreneurial position, really need to do to be seen? And, I love this question that we talked about: being seen in today's market. The markets are so busy and crowded. How can someone be seen?

Pamela: Well, there are several things that an entrepreneur or a Realtor® in particular can do. Number 1 is to have a great web presence. You need to have an internet presence. You can do that with a well designed and optimized website that would include, whatever your business is, with a Realtor® in particular it would be the property listings, what's for sale, information about real estate in general which would be marketing trends, related information, community information with schools and demographics, etc.

Another thing that they can do besides a good website is to write and market a blog. As we talked before, the blog should be written and posted at least one a week. If you don't write or don't have time to

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write, there are great ghostwriters that will write for you. And some people get a little squeamish about that idea because they say "I speak for myself" or "how does someone know how I talk" and that's not a big deal because a ghostwriter gets to know you and your style and learns about you. So, that's not really an issue.

Another thing is to participate in social media. Get involved with a Facebook page. They also, in Facebook, have a business page that you can create. You can become a fan and friend people. I mean, you learn as much from other people as they do from you and it's always nice to friend other people. Put your business profile out there on things like LinkedIn and ClaimID, that kind of thing...Twitter.

For a Realtor®, too, syndicate your listings online. It's very simple to go to one place and they will syndicate, often free, to 15 or 20 other real estate related websites. So you have a much broader reach for your audience to find your listings and contact you.

And then another thing that's really often forgotten. We market, we try to get new clients. We work really hard at social media, the website and all that. But, we need to remember to stay in contact with the people that we've already touched.

Suzanne: (interrupts) Great point, Pamela. Great point. Yes.

Pamela: Yes. People who we have talked to, prospects, current

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and past clients. And this can be achieved quite easily. It takes a little time in the beginning, but just automate a drip campaign system. Set up your calendar, set up your program so that you can automatically send birthday cards, an anniversary card as in, again a Realtor®, a home anniversary card. For me, I like to send out anniversary cards to my clients after another year, the anniversary of our first meeting. You know, when we first started working together. So, you know, there are a lot of things. I think that is an area that is really sorely ignored because people are really working hard to get new clients which is important, but at the risk of losing those that you already have.

Suzanne: Oh, this has been amazing. You have given...I know your specialty is Realtors® and I appreciate that, but you've been a marketing genius here in general. I just want to acknowledge that all of you listening...if you're a Realtor®, you're in really good luck. And if you're a business owner, you're in great capable hands. That was wonderful information and thank you so much, Pamela.

Pamela: Thank you.

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Pamela has been providing real estate support services since 1997. She currently works with real estate professionals who are challenged with finding time to maintain their online presence, marketing and other administrative needs while also selling real estate.

What makes Pamela's service unique and creates a successful outcome for her clients is that her years of experience and knowledge have helped her create programs and services that bridge the gap between the sales portion of her client's business and their administrative and supports needs. As a result, Pamela's clients are able to find more time for themselves, feel less stressed and enjoy their real estate careers more through growth and revenue generation.

Pamela offers a FREE ½ hour Plan of Action Consultation. Contact her or visit her website for more information.

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