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TARGET MARKETING

BETTER THAN A CRYSTAL BALL

Land more listings with predictive marketing.

*DANA HALL-BRADLEY, BETTER HOMES AND GARDENS
REAL ESTATE FINE LIVING IN CELEBRATION*

When a seller reached out to Dana Hall-Bradley after receiving a name-your-own-price postcard, he told Hall-Bradley it was brilliant. Because his property was in the beautiful, wooded Aquila Reserve, the seller thought his home's value was more than what the comps said.

"The seller was right because of his unique location," said Hall-Bradley, owner of Better Homes and Gardens Real Estate Fine Living in Celebration. She ended up selling the house at the higher asking price. "This lead was huge because I got a double whammy from it. Not only did I help him sell, but he also [bought] a \$900,000 house through me."

Mailing that targeted postcard was no fluke. Hall-Bradley had tapped into a predictive marketing tool called SmartTargeting, available through SmartZip Analytics, to reach out to the right seller at the right time with the right message. SmartTargeting provides deep homeowner insights, offering a focused farming solution for real estate agents.

Here's how Hall-Bradley uses this tool:

1. TARGET THE MOST LIKELY SELLERS.

SmartTargeting uses big data to identify those most likely to sell at any given time. Rather than providing homeowner data within



Tech Marketing Tools

All-in-One Lead Generation, offrs.com

RPR (Realtors Property Resource), narpr.com

SmartTargeting, smartzip.com

Dream big, but focus small on those day-to-day things that will get you to your goal. —ROBIN ROBERTS, 2015 COMMENCEMENT ADDRESS TO THE 135TH EMERSON

COLLEGE UNDERGRADUATE CLASS

a ZIP code, the predictive tool provides a smart targeting list composed of 20 percent of top potential sellers. In Hall-Bradley's case, this resulted in a list of 700 hot prospects in a farm area of 9,000 homes. "This takes the guesswork out of marketing," she says.

2. KEEP IT EXCLUSIVE.

While Hall-Bradley could have chosen just a percentage of her farm area (Celebration), she opted for market exclusivity. Although this approach costs more, it guarantees that a competitor can't buy the same list.

3. USE THE TOOLS AND TEMPLATES.

Sales associates build relationships with prospects through a variety of customizable marketing tools that SmartTargeting provides, from handwritten letters and postcards to email drip campaigns and branded lead-conversion pages.

"I did what they said to do—customized my landing page, promoted it on social [media], and used their tools immediately," notes Hall-Bradley. "You can't wait for leads to come to you. You've got to put some work into it."

4. LET TECHNOLOGY DO THE OUTREACH.

It's time-consuming to stay in touch with prospects. Hall-Bradley relies on automated marketing to launch online ads, email nurturing campaigns and direct mail outreach. "I don't have to create a Facebook ad because SmartTargeting does it for me," she explains. "Everyone calls me to say, 'Whenever I sign in, I see your ad.' I think that's huge!"

5. WORK THE SYSTEM.

Hall-Bradley uses SmartTargeting as a customer relationship management (CRM) system. Besides providing its own prospect list, the tech tool also allows her to input her own contacts. "The CRM capabilities go hand in hand with the property management company I also own," she says, "so I can easily

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—DANA HALL-BRADLEY, REALTOR/OWNER,
BETTER HOMES AND GARDENS REAL ESTATE
FINE LIVING, CELEBRATION

market to my existing database."

With a choice of marketing tools available, Hall-Bradley decided to go all in. "I bought the whole package, including social media marketing, postcards, newsletters and more. This all-in-one approach saves me time and money." While she initially spent \$1,400 per month, she points out that the price depends on the location, the percentage of territory and the level of marketing desired. For example, sales associates who want to spend only \$300 to \$400 month may opt for a percentage of a territory and just a few marketing components.

Hall-Bradley advises not taking on more than you can handle. "I got a bit overwhelmed in the beginning," she recalls. "I didn't realize that I'd get such a big return and lost leads because I couldn't keep up with it."

Hall-Bradley says that thanks to SmartTargeting, the number of SmartZip listings she closed jumped from four to 17 in her first two years. She also saw an 8.6 percent response rate from her automated marketing. While this is a good problem, she had to hire a virtual assistant to help stay on top of everything.

"Last year, I listed 17 properties, and through April of this year, I'd already listed seven or eight," Hall-Bradley points out. "The commission on one property paid for the entire year of SmartTargeting." #

DID YOU KNOW? How does predictive technology work? It's all in the numbers. Companies like SmartZip cull data from national sources to predict who's most likely to list based on variables such as listing price trends, time in home, loan status, home equity, kids in home, consumer habits, homeowner age, marital status and more.

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the competition
isn't just to

OUTWORK

the competition,
but to

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