

Using Tech to Market Smarter
Patrick Bissett puts predictive analytics to work.



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DIG DEEP WITH DATA!

MARKET SMARTER BY TARGETING HOT SPOTS

Here's a powerful data-mining platform that finds prospects most likely to sell.

BY LISA A. BEACH

When empty-nesters are looking to downsize, they don't put a sign in the yard that says, "We're thinking about selling."

And yet Patrick Bissett, a broker associate with Keller Williams Partners Realty in Plantation, knew to target a couple getting ready to retire—and downsize—with a perfectly timed marketing message. They weren't friends of his or referrals, so how did he identify these empty nesters just when they were ready to sell?

He tapped into the power of ReboGateway, a tool that pinpoints life-changing events that might spur homeowners to sell. This intuitive platform mines publicly available data and provides it to real estate professionals. This streamlines the marketing process—and makes it cost-effective—because agents can concentrate on hot spots instead of trying to reach everyone in a community.



3 Other Lead Generation Platforms

AgentPro247
agentpro247.com

ListSource
listsource.com

PropertyRadar
propertyradar.com

In Bissett's case, ReboGateway located a couple who had been living in their luxury home for more than 20 years, indicating potential empty nesters with kids now in college or out on their own. Bissett marketed to them in October, sparking a whirlwind sales process. He got the listing in November, put the property on the market over Thanksgiving, had an open house, sold it and closed on December 29.

"I sold a luxury home in

one day," Bissett points out. "I ended up selling it for 103 percent of market value, and I had seven offers by the end of the open house—three of them full price or better."

Here's how Bissett uses this data-mining platform:

1. LOCATE PROPERTIES THAT AREN'T CURRENTLY ON THE MARKET.

ReboGateway culls information from a variety of sources, including property tax records

Strive not to be a success, but rather to be of value.

—ALBERT EINSTEIN

“ReboGateway gives you an all-you-can-eat smorgasbord of real estate tools. You’re only limited by your imagination in how well you use it.”

—PATRICK BISSETT, BROKER ASSOCIATE, KELLER WILLIAMS PARTNERS REALTY, PLANTATION

and legal filings. This data often indicates that homeowners are going through life-changing events (such as foreclosure or bankruptcy) that could trigger the need to sell. People don’t generally broadcast that they’re getting a divorce, for example.

2. TARGET A SPECIFIC MARKET.

Bissett specializes in working with veterans, who make up about 60 percent of his business. Veterans self-identify by getting a VA loan, which is recorded in the county courthouse. “Veterans are loyal, they tend to give referrals and their VA mortgages tend to close three days sooner than a conventional mortgage,” notes Bissett. He crafts veteran-specific marketing messages in a long-term, lead-nurturing campaign.

3. UNEARTH ADDITIONAL PROSPECTS.

After snagging the Southwest Ranches luxury listing, Bissett used Tract Utility (one of ReboGateway’s tools) to input the address and find 100 people around it. He sent a “New on the Market” postcard to them and found people looking to move up into the luxury property. “I had my open house, which created a transaction for me,” says Bissett, “but it also helped identify other people looking to buy in that price point. And some of them did buy other homes, giving me additional transactions.”

4. RUN HIS BUSINESS SMARTER.

Because ReboGateway saves Bissett so much time and money on farming and generating leads, he says, “I re-engineered my business around this one product.” Rather than door-knocking or mailing to every house in a geographic area—both costly and time-consuming—Bissett drills down into the data to identify people in a specific area and price point with exact criteria that he selects. He cites ReboGateway as one of the pillars of his business and a major factor in his becoming a top-producing agent.

With a price tag of \$399 per year, ReboGateway costs less than buying a roll of stamps every month, Bissett says. “ReboGateway gives you an all-you-can-eat smorgasbord of real estate tools,” he says. “You’re only limited by your imagination in how well you use it.”

The only drawback Bissett sees is that the platform provides only names and mailing addresses—not phone numbers or email addresses. This requires him to do a bit of digging, but this information can be found easily through other resources.

Finally, because prospects are possibly going through a tough time (such as probate or foreclosure), Bissett uses a sensitive approach. “My message is always, ‘I’m here to help you if you need to sell your home.’” #

Lisa A. Beach is an Orlando-based freelance journalist.

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