

**3D Marketing**  
Learn How This Agent Drives  
Sales with Matterport's 3D Scans



**Plus**

- ➔ Feeder Markets: Keep Leads Flowing from the Regions that Bring You the Most Business
- ➔ Legal Dos and Don'ts for Advertising Listings

# FLORIDA

JUNE 2018

THE BUSINESS  
MAGAZINE  
OF FLORIDA  
REAL ESTATE

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# Realtor

## Real Estate VIDEO STARS

These Realtors Use Video  
To Rock Their Marketing.  
You Can Too!

## AFFILIATE BUSINESSES

They Could Be the  
Key to Higher Profits

# SHAKE UP YOUR SOCIAL

## 6 WAYS TO INCREASE LEADS AND REFERRALS THROUGH SOCIAL MEDIA SEGMENTATION

## Beyond Your Borders

# MARKETING TO YOUR FEEDER MARKETS

These agents know how to build relationships and keep their leads flowing from out of state.

BY LISA A. BEACH

As a Realtor® who specializes in sales to out-of-area buyers, Jessica Rosato uses every opportunity to network with agents who live in the top feeder areas for her South Florida market. For example, when Rosato, a luxury residential broker associate with Nestler Poletto Sotheby's International Realty in Boca Raton, recently attended a Women's Council of Realtors conference, she talked up a new listing in Delray Beach. A fellow attendee from New York mentioned she might have a buyer looking for a property just like that. Rosato sent the property details to the attendee, who forwarded it to the buyer. Within a few months, Rosato turned that chance conversation into a sale.

In addition to networking with out-of-state sales associates, here's how Rosato keeps

the leads flowing from her feeder markets:

### 1. PLACE PRINT ADS.

Since her top feeder markets include New York, New Jersey, Pennsylvania and New England, Rosato gets in front of buyers heading south before they're even thinking about making a move. For example, as a graduate of Dartmouth College in New Hampshire, Rosato places ads in her alumni magazine—as well as in regional publications—to reach the right audience.

### 2. JOIN GROUPS AND ATTEND EVENTS.

"The Women's Council gives me access to thousands of agents across the country," Rosato says. Whether you join industry-related groups, such as the National Association of Realtors, or you're active in local chapters of international



Jessica Rosato  
Nestler Poletto  
Sotheby's International  
Realty, Boca Raton

groups, such as Kiwanis, build relationships with other members near and far. Rosato suggests attending events whenever possible for those face-to-face connections.

### 3. MAXIMIZE YOUR TRAVELS.

Vacationing with your family in Cape Cod? Attending a seminar in Philadelphia? Make plans to meet up with agents and other sources of referrals while you're in town. Rosato practices this by contacting out-of-state divorce and tax attorneys, who might be able to send business her way. She initially reaches out with an email or phone call to introduce herself, but then schedules a quick pop-in visit when she's traveling.

Using tips like these, you can establish yourself as the go-to agent in your community for agents and buyers who don't live there.

## MASTER CONTENT MARKETING

Realtor Jessica Rosato points out that providing valuable content plays a huge role in establishing yourself as the go-to expert for your community. At least once a month, she sends out an email campaign or newsletter talking about topics, such as the current state of the real estate market, recent properties she's sold or listed, or relevant information on the new tax code. "I like to send out things of value, things that will help," she says.

### Other content ideas:

- Create a city guide for out-of-state buyers looking to move to your area. Cover need-to-know

details about your area, including the local economy, job growth, community resources, the school system, etc. Once you've created the guide, you can repurpose it in a variety of ways, including one mega-post or a series of posts on your blog and social media, infographics or a free e-guide that can be downloaded from your website.

**• Shoot hometown videos.**

Provide an up-close look at places people would love to know about, such as the top-ranked schools, the best burger joint, the public library, easy-access public transit stations or popular green spaces in town. Create a YouTube channel, then share these videos on social media and post them on your website.

**• Think like a buyer or seller.**

Consider what practical information people need when buying or selling a home. Maybe content about cleaning/prepping a home for sale, or renovations that are worth the investment, or budget-friendly landscaping tips that boost curb appeal or packing tips for making a move, etc.

**• Create a series of insider tip blog posts.**

What is the can't-miss festival of the year in your town? What are the hidden gems (like craft breweries or favorite picnic spots) that only locals know about? In which area restaurants do people celebrate a special occasion? Talk up the best places in town on your blog and include how-tos or videos to go along with these posts.



**Videos/Watch It!**

**Get More Real Estate Deals Using a Feeder Market**



**WATCH IT:** <https://youtu.be/cKp8c8pa0el>

**Take 5: How to Build a Customer Contact Program That Nets Referrals**



**WATCH IT:** [floridarealtors.org/MediaLibrary/media.cfm?id=358545](http://floridarealtors.org/MediaLibrary/media.cfm?id=358545)

**Take 5: How to Partner for Success**



**WATCH IT:** [floridarealtors.org/MediaLibrary/media.cfm?id=319397](http://floridarealtors.org/MediaLibrary/media.cfm?id=319397)

**Take 5: Building a Business by Getting Personal**



**WATCH IT:** [floridarealtors.org/MediaLibrary/media.cfm?id=336504](http://floridarealtors.org/MediaLibrary/media.cfm?id=336504)

# FOCUS ON FEEDER AREAS

**P**aul Benson, license partner and owner at Engel & Völkers in Utah, has spent years establishing himself as the go-to luxury agent in his Park City ski resort town, racking up \$100 million in yearly transactions for the past 10 years. In fact, he recently helped actress Lisa Kudrow and her husband sell their luxury condo to a high-end buyer outside the area. What's the secret to his success at tapping into feeder markets?



For starters, he builds relationships with other real estate professionals in his feeder markets of New York, California and Texas. "You have to be willing to travel to your feeder markets as well as attend events in those markets to actually meet the brokers," says Benson. "From there, you must continue to market yourself to the brokers you've met until you become their friend. It's just like farming a listing—it takes a long-term plan."

Like Rosato, Benson also runs print ads in the local publications in his feeder markets so that he's better known to prospective buyers

before they come to town. When asked his top tips for marketing directly to out-of-state buyers, Benson points out that consistency is No. 1. "Use video and print so that you become familiar," he says. "You have to be on three mediums—such as social media, print and digital email marketing campaigns—to leave an impression." Before embarking on any feeder marketing campaigns, though, Benson cautions that you pick your most important markets so that you can budget accordingly. It's vital, he says, to know your stats as to where the buyers are truly coming from and why.

**NETWORK!**

## TAP INTO EXISTING NETWORKS



While it's invaluable to join industry groups to broaden your professional circle, don't overlook personal networks you're already in. Some examples: a high school alma mater group on Facebook, fraternity group, college alumni association and state chapters of national groups (think Rotary or Optimist Club) or hobby clubs (i.e., coin collectors, cyclists, quilters).