



REAL ESTATE

HOW TO GET YOUR FIRST CUSTOMER

MARKETING - ATTRACTING AND RETAINING CUSTOMERS



RealEstateMediaCourses.com

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Now, what's nice about being in the real estate media business is that your target customers are pretty easy to find. You can literally open up Zillow and look for listings in your area and then Google that agent and find their contact information and reach out.

1 | FIND POTENTIAL CUSTOMERS

Search potential customers on social media websites by using real estate-related hashtags. In addition, you can join real estate agent groups in your local area in dm agents offering discounted or free shoots if you're just getting started.

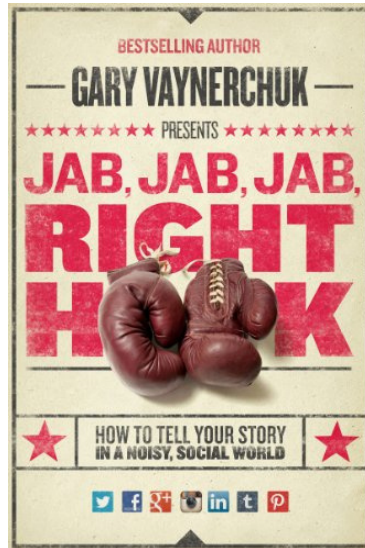
It is a numbers game, not all agents will respond, but you will get some that take you up on your offer if you ask enough agents. When you follow people and direct message them immediately, your success rate will be pretty low. You want to follow them engaged with some of their posts before you ask for their business.



2 | WARM UP YOUR LEADS

Gary Vaynerchuk talks about this in his book Jab, Jab, Jab, Right Hook. The same principles apply here, so you'll have a better response rate if you warm up your leads a little bit versus going straight for the ask.

So whether you're giving them recognition for a new listing or recognizing them as a top agent, we found that agents really respond well to recognition.



3 | PERSONALIZE YOUR DM'S

Currently, the best response rate is a direct message on social media because real estate agents get bombarded with emails on a daily basis, so make sure you personalize each DM and don't just copy and paste. Be sure to use their name and maybe reference one of their existing listings.



4 | EMAIL

Email is also a good way to reach agents. When I started, I got my first customers from email campaigns because I wasn't very active on social media. At the time, I was an active real estate agent myself, and it was easy for me to find contact information for potential customers.



5 | PURCHASE A LIST OF REAL ESTATE CONTACT INFORMATION

You can also purchase real estate agent contact information lists, spend a couple of \$100, and get emails and phone numbers for agents in your area. Check out real-estate-agent-list.com or just google real estate agent contact list for more options.

When you do have access to a list like this, make sure that you're following all rules and regulations in your area regarding emails, text messages, and phone calls.



6 | PICK THE PHONE

Another way to connect with agents outside of social media and emails is simply by picking up the phone. This is one of the least practical activities from my experience. But if you are good on the phones, you can find success.

Now social media, emails, and phone call all work. I would choose the activity that best suits you and your personality. We currently do email, social media, and physical mailings for new customer acquisition.



7 | CONCLUSION

That being said, more than 50% of our new customers come from referrals from our existing customer base. So once you have some customers, It is a great idea to encourage referrals and make sure your customer's experience is top-notch.

At the end of the day, it's a numbers game. So the more contacts you make, the more relationships you will build, the faster your business will grow, as long as you deliver a great customer experience.

If you're not sure what to say, feel free to check out our templates in the bonus section of the course, where we give some examples of what you can say for DMS emails and phone calls to potential customers.

