

12 Strategies

TO GET MORE LISTING APPOINTMENTS

Here are a dozen methods you can use right now to maintain and build your market share by getting more listing appointments. Which of these strategies will you start using to get listings in this shifting and slower market?

Strategy 1: Sphere of Influence

Focus on marketing to your sphere of influence and past clients - these are the people that know, like, and trust you and are most likely to refer you. Have at least one touchpoint per month, whether that's an email, a phone call, or a direct mail piece.

Strategy 2: Farming

When selecting a farm, choose areas that turn faster such as townhomes and condos - with affordability being eroded by higher interest rates, targeting these lower-priced homes could boost your listing inventory.

Strategy 3: Mailing Lists

Focus on a more targeted audience list - companies like ProspectNow.com and Likely.ai can provide algorithm-driven mailing lists of people most likely to sell if you're looking for an instant targeting strategy.

Strategy 4: Door-Knocking

Walk your farm - use door hangers or drop off a marketing piece, like a market report, as an inexpensive way to create brand impressions without the cost of mailing.

Strategy 5: Networking

Join local community groups - leverage your network to get more business. For example, start joining church groups, the local Chamber of Commerce, and Rotary, or consider sponsoring local events.

Strategy 6: Social Media

Kick up your social media marketing efforts to stay in front of your sphere, friends, and family using inexpensive and effective digital solutions. Check out Social Share, our new platform for creating and sharing unique content on social media.

Strategy 7: Niche Target Markets

Use a trending list - working expired listings, low income-to-debt ratio, divorce, and other lifestyle changes can net listings. See our free letter/email templates you can use with these groups.

Strategy 8: Dominate Your Farm

Consistently market to protect your current farm from competitors - you don't want to leave your farm open for takeover by a more active agent. You've built your brand and reputation as a neighborhood expert, and you don't want to lose your momentum or let someone else take over.

Strategy 9: Follow-up Strategies

Look for more robust follow-up strategies - you're competing against fewer opportunities, so you'll want to follow up with all inquiries. For example, when you use Corefact postcards with the Home Estimate QR code, follow up with each lead using one of our Home Estimate note cards. You will quickly be transitioning everyone who checks their home estimate into a valuable client.

Strategy 10: Promote Listings

Leverage all your sales more often - when listings are sparse, you'll want to celebrate all your listings and sales with a three-pronged marketing approach. Use just listed/open house, pending, and just sold postcards surrounding the listing to create maximum impact. Be sure to use the Home Estimate QR code on these cards.

Strategy 11: Break The Ice

If you're a newer agent, you might consider joining a team to reduce your risk and costs while getting mentored and coached as you gain experience and build your network.

Strategy 12: Growing Your Market Share

Double down - if you've got the means, now is the time to expand your brand and market share by adding to your existing farm or branching into a new neighborhood. While others are pulling back, you can grow.

