

EMAIL MARKETING FOR REAL ESTATE AGENTS

How you can
benefit from
sending
messages to
prospective
buyers and
sellers.



3152 Franklin Terrace



Waterfront Towers



Forrest Hill Estates

Why Email Marketing?

According to the Direct Marketing Association, in 2009 email marketing generated a return on investment of \$43.62 for every dollar spent. That makes email more cost-effective than any other marketing method to date.

In addition, email marketing is measurable. You can track open rates, click-through and conversion rates all with the click of a mouse, which gives you access to valuable data in real time. The same can't be said of print campaigns.

Email is also highly customizable. You can send specific messages to your prospects based on their needs. For instance, you wouldn't send the same email to someone searching for a city flat as a family looking for a starter home in the suburbs, would you?

It's also proactive. Other marketing methods require a lot of waiting. Email enables you to proactively communicate with your contacts without waiting for them to contact you.

It's worth your time to try it out. Trust us!

List Building

In order to sell houses, you have to have interested buyers and sellers, right? Email marketing can help you garner the respect and trust of potential clients, but first you must have people to market to.

There are lots of ways to collect subscribers. Here are the tactics that we find work best for Realtors.

On Your Website

- When prospective sellers and buyers visit your website, you can ask for their contact information and preferences by placing web forms in appropriate locations on your site.
- For sellers, create a page that explains how you can help them sell their home promptly and for the best possible price. Then use your web form to offer exclusive email updates or a newsletter.
- For buyers, create a separate page with a different web form that offers another kind of email featuring homes for sale and other pertinent information.
- You can ask for as little or as much information as you'd like on your forms, but remember that asking for too much info can be a turn off. You don't want to lose subscribers by making them jump through hoops to hear from you.

At Open Houses

- Place a sign up sheet at the front with instructions for signing up to your mailing list. Explain what attendees will receive for subscribing so that they know what to expect when they receive your emails.
- You could send details about the particular house they are touring, for example, and explain that you'll send the info just as soon as you're back in the office.

In Your Office

- In person meetings are especially helpful for Realtors looking to grow their subscriber lists.
- When you talk with sellers, you can explain that your email series specifically covers typical questions and offers suggestions and information they might otherwise overlook in the process of selling a home.
- When you talk with buyers, positioning your email list as an added bonus is easy. Let prospects know that you send the latest information regarding trends, foreclosures and offerings as soon as you uncover them – placing you at the head of the pack.
- Whether you leave a sign up sheet with the receptionist or personally ask each person you meet with if they would like to receive email updates from you, it is imperative that you make it easy for visitors to sign up in your office. Otherwise, if you instruct them to go to your website to sign up, they could forget and never get around to subscribing.

On Promotional Materials

- When you promote your listings, chances are that you create printed materials with all of the property details. Make sure you include a link to your [hosted web form](#) on each and every printed flyer, so that prospects can easily sign up for emails. You could even put a sign up URL on your business card!

In Your Email Signature

- Your every day email correspondence can also be a list building tool.
- Encourage your contacts to click on a link to a hosted web form in your email signature. Then you can send your contacts directly to a form from your email, so there's no opportunity for them to get sidetracked on the way to your web site.

On Your Facebook Fan Page

- Social media is a big part of the marketing world these days. Most net-savvy businesses have a presence on Facebook.
- Not only is the social media site the perfect place for you to [create a fan page](#) for your company, but it's also a great place to find potential email subscribers.

On Twitter

- Twitter's 140 character limitation is both a blessing and curse. It lets you share your thoughts and links with just a few brief sentences, but email lets you stretch your legs a little bit more.
- That's why it's a good idea to turn some of your Twitter followers into email subscribers. With a hosted web form, you can simply add the link to your profile or tweet the link to your form, and followers can click to sign up.
- Tip: run your form's URL through a shortener, like [bit.ly](#) to give yourself the most room in your tweets for a convincing reason for your followers to click your form's link, and to track clicks to that link.

Of Realtors And SPAM

It's very important for you to know which practices are acceptable and which aren't when it comes to building your list.

While you may use the farming technique – sending unsolicited postal mail to a given area over long periods of time – offline, the same tactics won't fly when you send email.

Farming to email addresses, or sending unsolicited email, is considered SPAM – bottom line.

Because SPAM is such a problem worldwide, it is completely unacceptable to send out unsolicited email to those who have never asked you for it. This includes people in your local board of Realtors, NAR, or from any type of directory.

The rule of thumb: you should only send email to subscribers who specifically request to receive your information.

Relationship Building

A successful real estate professional should always focus on customer trust.

Trust and reputation are incredibly important when dealing with **the biggest investment a family will ever make**. Once both are built, you should have no problem growing your marketing sphere of influence.

Why Build Relationships?

A good relationship with your prospects is the foundation for a successful marketing campaign. From the very first contact you have with your clients, you are **constantly** building relationships. Each time you list a house, or show a buyer a property and discuss mortgages and closing costs, it strengthens that bond between you.

Real Estate offers a unique opportunity for relationship-building, because a lot of time can pass from when someone expresses interest to when they actually make a purchase or sell their home through you.

Build a relationship and the accompanying trust, and you'll establish yourself as an expert, increase your referrals and get more of your subscribers to call or come into your office for a visit.

It's very important for these people to have a high level of trust in you. You are responsible for assisting them in finding the home of their dreams! That is no small feat, so you must make sure they know they are in good hands with you as their Realtor.

Once you have built this trust, your contacts will always come to you when they need something. After all, what happens when they have to move in a few years because their family is growing? You'll be the first realtor on their minds if they receive your monthly newsletter and remember what a remarkable experience they had when they worked with you last time. And this time, you will be able to list their home and help them find a new one!

Continuing Relationships With Referrals

Real estate would be super easy if buyers sought you out, told you what kind of property they were looking for, then wrote a check on the spot. You'd hardly have to work and earn a hefty commission while you were at it!

It's not quite that easy, though. When customers aren't knocking down your door, it can take some serious effort to [garner referrals](#).

First Step: Just Ask!

It might seem like the obvious thing to do, but the easiest way to gain referrals is to ask for them. Send an email to recent buyers and ask them to tell their friends about you. Their word-of-mouth referrals can prove invaluable.

When buyers spread the word about how wonderful your service was, their friends will come looking for you when it's time to buy or sell because first hand experience is comforting.

Second Step: Use Social Media To Engage Your Contacts

In a less direct effort, make use of your Facebook Fan page and Twitter stream. Always post interesting, relevant content, and encourage your fans to "like" your status by hosting occasional giveaways.

This way, when past buyers follow you on social media sites, they will be reminded of you each time your updates pop up in their streams.

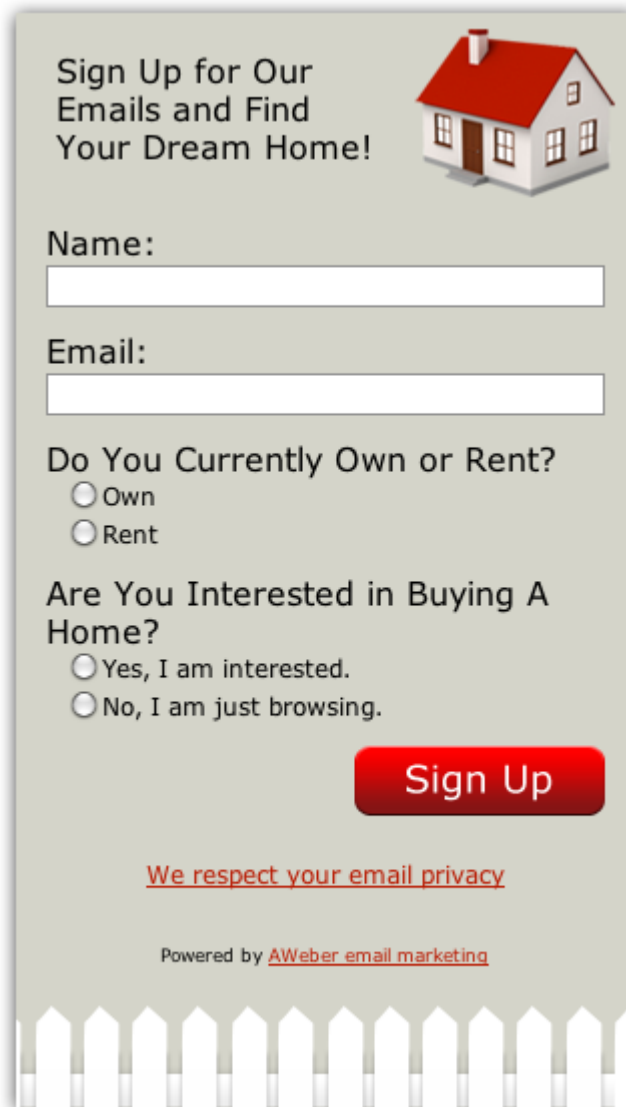
Segmenting Your Subscribers

While sending emails to your entire list of contacts can be useful when you want to share the same information with everyone, it's not always ideal to broadcast a message to every single person on your list.

Segmentation makes it easy for you to differentiate between different groups of people when you email.

A "segment" is a set of search criteria that has been saved for later use. Segments are useful for searches that you frequently perform, and for sending broadcast messages to groups of people within a given list.

Let's say that you have a real estate newsletter, and when people sign up they tell you whether they own or rent, are interested in buying or are just looking.



Sign Up for Our
Emails and Find
Your Dream Home!

Name:

Email:

Do You Currently Own or Rent?

☐ Own
☐ Rent

Are You Interested in Buying A Home?

☐ Yes, I am interested.
☐ No, I am just browsing.

Sign Up

[We respect your email privacy](#)

Powered by [AWeber email marketing](#)

To see the results, you could [perform a search](#) each week to see how many people rent, own, are looking to buy or are just browsing.

Manage Subscribers

Displaying 1-20 of **20 total subscribers**

Add Subscribers

Filters

Show All

Currently Subscribed

Unsubscribed

Undeliverable

By Date

Added Today

Added Since Yesterday

Added In Past 7 Days

Added In Past 30 Days

Added In The Last Year

By Segment

No Opens

<div>Property <input type="text" value="is"/> Rent <input type="button" value="+"/> <input type="button" value="Search"/></div>			
<div><input type="button" value="Delete"/> <input type="button" value="Unsubscribe"/></div>			
<input type="checkbox"/>	Name	Email	Status
<input type="checkbox"/>	▶ A	aweber.test.erin@hotmail.com	Subscribed 12/07/11 10:54am
<input type="checkbox"/>	▶ John	johnb@aweber.net	Subscribed 08/15/12 3:13pm
<input type="checkbox"/>	▶ Chang	chang_zheng@local.younetco.com	Unsubscribed 01/02/13 1:50pm
<input type="checkbox"/>	▶ Abby	abienne.goyon@da03.easyhosting.nl	Unsubscribed 12/30/12 11:25pm
<input type="checkbox"/>	▶ Jones	jonespoetry@persephone.ipevolution.it	Unsubscribed 01/03/13 9:20am
<input type="checkbox"/>	▶ Griffith Coffman	cwx1yczfh4wgxf@gartenbau.lsv.de	Unsubscribed 02/06/13 1:35am
<input type="checkbox"/>	▶ R	roormao465@mbar.fi	Unsubscribed 02/08/13 7:20pm
<input type="checkbox"/>	▶ Svetlana	riojbfw854@route23.com	Unsubscribed 02/25/13 9:50am
<input type="checkbox"/>	▶ Jaime Solis	qtoappzd@thinkgraphics.com	Unsubscribed 03/10/13 12:35pm

But that sounds like a lot of work to do each week, doesn't it?

Email is meant to be easy. Instead of *manually* setting that search criteria every week, once you create segments, they are *automatically* updated when new subscribers are added.

Property <input type="text" value="is"/> Rent <input type="button" value="+"/> <input type="button" value="Search"/>
Save As Segment: <input type="text"/> <input type="button" value="Save"/>

This way, you can email only those people who rent, or are looking to buy with specific emails that pertain to their current situations.

Content Ideas

Whether you're sending to your whole list, or a particular segment, you should always be sensitive to the needs of your readers and actually deliver what they need – honest, useful and unique information.

When you first sit down to write your initial email series, start by asking yourself these questions:

- Do really you want your emails to be just like the sales pitch that thousands of other Realtors use? How will you stand apart from them?
- After initial contact, how will you treat your subscribers? Will you address them informally?
- How often will you email?
- What kind of content will you send? What questions do your contacts have?

Instead of going for a fast sale every time you send an email, try offering your subscribers [content](#) that really pertains to them instead.

For Sellers

- How to Choose an Agent
- Periodic Comparative Market Analysis
- The ins and outs of appraisals and financing
- How to Strategically Handle Offers

For Buyers

- Local news and current events
- Local school district statistics
- Open Houses
- Information about city or township related issues, regulations or laws
- Changes in homeowners association regulations, fees, events and news
- How to Negotiate a Lower Price (Getting Seller Concessions, Making Counteroffers)

For Renters

- Local news and current events
- Links to blogs about your local area
- Information about city or township related issues, regulations or laws

More Helpful Information

How to Get Started Guide:

https://www.aweber.com/users/getting_started

How to Use a Hosted Web Form:

<http://www.aweber.com/blog/new-features/hosted-web-forms.htm>

How to Segment Your List:

<http://www.aweber.com/faq/questions/81>

Set up is easy and there's plenty of online documentation, but everyone's business is different so questions may naturally come up at some point.

When they do, just get in touch with our Customer Solutions team however it's convenient for you:

- **Hours:** Monday through Friday, 4AM - 8PM ET & Saturdays, 9AM - 5PM ET
- **Toll Free Phone (US):** 1-877-AWEBER-1
- **International Phone:** +1 215-825-2196
- **Live text chat** at the top of every page on our site
- [Submit a ticket](#) and receive a prompt response by email

About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

For marketing advice, examples and inspiration, please join us here:

