

THE PROBATE FOX'S

TEN GOLDEN RULES

of real estate marketing



by Ernie Vargas "The Probate Fox"

one

Set a specific goal.

Assess your current circumstance and be clear with what it is that you need and want for your business. Set a specific goal of what you would like to accomplish.

two

Who is competing for your sellers business?

You can learn a lot by studying your direct and local competition as well as the success that nationwide real estate folks are having. What is the state of the market? Where and how are others in your market achieving success. Who are the top players in your town, or market place?

three

Who is your ideal property seller?

Create a customer avatar also known as an ideal persona. From phone scripts, to direct mail letters, to your website, all of your communication should be custom tailored to this profile.

four

Relevant content converts.

Let your creative juices flow and think of all of the methods that are available for you to appear in front of your target audience. Blogs, newsletters, podcasts, social media, booklets, books are all great tools. You need to provide useful information that is relevant to your avatar.

five

The money is in the follow up!

A real estate sale is typically not done on your first point of contact. We usually win our sellers over a period of time. Building rapport, asking questions and taking copious notes. Do this over and over again, always following up and picking up where you last left off.

six

Stay humble, be open to feedback and always be a student.

It's important to know how you are viewed in the eyes of the market. Unless people tell me what I am doing wrong I won't be able to correct it and improve my business. You must always be open to learning. Create a file where you can add and check off these tasks.

seven

Niche down.

The riches are in the niches! It is important to focus your attention on one activity at a time. That doesn't mean that you can't market to more than one lead type but it is important to segment and track your marketing efforts and lead sources. It will serve you well to become an expert in your niche.

eight

Always be testing.

It is important that you are aware of the changes that are going on in your market and how that is impacting you and your peers. You can switch up your campaigns and add or mix in different technology that has been made available to the industry.

nine

Keep track of all results.

As you implement new marketing strategies and techniques, you must systematically track the results of everything. Knowing how frequent and what type of profits your changes are generating will help you know how to best use your marketing dollars.

ten

Keep growing!

If you are not growing you're dying. Reach your goals and then set new ones. Keep reaching higher and higher. As long as you are willing, there is always an opportunity to do more. You could even go beyond real estate or maybe add another segment of the real estate market to your business.

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