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REAL ESTATE

**TECH**

**& MARKETING**

TRENDS TO EMBRACE



# Are you overwhelmed by the latest marketing trends that promise more leads and sales?

Are you ready to throw your computer against the wall trying to figure out which real estate app or software is worth your time?

## **Are you scratching your head wondering...**

How to use the latest technology to stay in touch and build stronger relationships with your clients?

Although some technology and marketing trends come and go, one thing is for sure—relationships are the key to building a resilient, successful business. Many agents become so wrapped up in the latest trend promising to boost their businesses, they forget about their clients, the people who drive their businesses. A true professional carefully selects the right technology that provides the highest return on investment so they can spend their time doing what they do best...serving clients!

**With so many technological and marketing trends out there, how can a professional decide what to adopt and what to ignore?**

LEARN ABOUT 8 TOP TRENDS THAT WILL HELP YOU GENERATE REFERRALS & MAKE MORE MONEY

# ① Establish your online presence

Does it seem as though everyone is online nowadays?  
That's because they are!

While millennials are getting the most attention for relying on their tablets and mobile devices to find a home on the Internet, other generations are getting in on the action as well, including Generation X and Baby Boomers. Make sure your clients can find you online by establishing your presence.



## GET SOCIAL

More than 69% of all Internet users are on social media, with Facebook being the most popular social media site.<sup>1</sup> Social media not only makes it easy to communicate with your clients and share information with them, it also makes it easy to listen to what's going on in your clients' lives and what they are interested in. Use this relational data to connect on a deeper level. For example, if you see it's a top client's birthday on Facebook, pick up the phone and call them. The personal touch won't go unnoticed. Facebook also makes it easier than ever to expose yourself to your clients' connections as well—when they like or share your posts, some of their networks see it.



## START A BLOG

Blogging is a great way to share your knowledge and show off your expertise about the national and local markets, community information and home buying and selling information. More buyers and sellers are searching the Internet for information about the real estate process as one of the first steps in their home search—make sure you're the one they find!



## UPDATE YOUR WEBSITE

Although you may Work by Referral, it's important to also maintain an up-to-date website. This is a great place to share information about the current market and short videos filled with helpful information for your buyers and sellers, as well as information about your current listings.

## ② Get mobile savvy

“  
**68%** of all buyers used their mobile device during their home search found their home through a mobile app.<sup>2</sup>  
”

Smartphones and tablets have become powerful tools used by home buyers and sellers alike—they literally have access to all of the information they could ever need in the palms of their hands.

### How do Buyers Use Their Mobile Devices During Their Home Search?

- ✓ READ LISTING DESCRIPTION
- ✓ VIEW PHOTOS AND VIRTUAL TOURS
- ✓ GET DIRECTIONS
- ✓ FIND ATTRACTIONS, RESTAURANTS, AND MORE LOCATED NEAR THE LIST

### Top 3 Sources of Information Used in Home Search<sup>2</sup>

- ✓ ONLINE WEBSITE
- ✓ REAL ESTATE AGENT
- ✓ MOBILE OR TABLET WEBSITE OR APPLICATION

UNDERSTAND HOW YOUR CLIENTS ACCESS INFORMATION SO YOU CAN SERVE THEM BETTER

# 3 Incorporate video

The great thing about evolving technology is you now have access to what used to require a team of professionals right on your phone!

## 5 Tips for filming your first video...

- ✓ DON'T OVERTHINK IT!
- ✓ MAKE SURE YOU HAVE NOTHING STRANGE, UNPROFESSIONAL OR DISTRACTING IN THE BACKGROUND.
- ✓ KEEP IT BETWEEN 1-3 MINUTES LONG.
- ✓ FILM IN A QUIET PLACE WHERE YOU CAN FOCUS ON WHAT YOU'RE SAYING AND WON'T BE EMBARRASSED OR DISTRACTED BY PEOPLE AROUND YOU.
- ✓ FILM IN A WELL-LIT ROOM OR OUTSIDE.

## 3 Ideas for your next video...

- ✓ TIPS FOR SELLERS TO GET THEIR HOME READY FOR LISTING.
- ✓ TIPS FOR BUYERS TO HELP THEM PREPARE FOR A BIDDING WAR.
- ✓ 3 TRENDS TO WATCH IN YOUR MARKET IN 2016.



### HOT TIP:

If you include a video in an email to your clients, be sure to personalize it. *Greeting your client by name at the beginning of the video personalizes your message and shows your client that you've taken extra care to address and serve them. To save time if you have a large database, do this for your top 10 or 20 clients.*

# 4 Master asking for referrals

## Online & Offline

The key to generating new referrals is to ask for them! For new or shy agents, this can be a daunting task. They may protest, “It just seems so salesy to ask for referrals. If my clients want to refer me they will, without having to ask.” Your clients may well refer you on their own; however, most of them need a reminder from time to time that you’re in business and happy to serve their network.

### So, how do you ask for a referral online?

Whether you’re posting a link to one of your listings or a blog with tips for home buyers, always include the gentle reminder that you’re *never too busy for their referrals*. It’s a simple and subtle way to remind your clients to refer great people like themselves.

Remember, the more you ask for referrals, the more natural it’ll sound and the more automatic it’ll become.



#### HOT TIP:

Check your Facebook News Feed regularly and look for opportunities to connect offline.

*(call, write a note or visit).*

#### Some things to look for include:

client announces they are expecting, getting married, had a baby, is moving, got a new job, has a child who’s leaving for college, etc. These are all great reasons to connect and catch up.

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IF YOU WANT TO MASTER ASKING FOR REFERRALS BOTH ON & OFFLINE, YOU HAVE TO PRACTICE.

# 5 Increase your number Of Marketing Touchpoints

Your “marketing touchpoints” are the connections you make with your clients and include phone calls, personal notes, face-to-face visits, e-mails & marketing flyers. It may also include contact you make through social media.

**Your top referrers**—your A+ clients—should receive more “touches” than clients who haven’t referred you yet. After all, these clients have already proven that they’re not shy about referring you—connecting with them more often keeps you at the top of their minds so they can keep referring you!



IF YOU’VE MASTERED SENDING MARKETING FLYERS AND E-MAILS TO YOUR CLIENTS CONSISTENTLY EACH MONTH, GIVE THEM A CALL AND FOLLOW UP WITH A PERSONAL NOTE.



IF YOU DECIDE TO STOP BY AND DELIVER A SMALL GIFT TO THEIR HOME (WHAT WE CALL A POP-BY), SNAP A PHOTO OF IT ON THEIR DOORSTEP, OR THEM HOLDING IT, AND POST IT TO SOCIAL MEDIA ALONG WITH A MESSAGE LIKE “IT’S ALWAYS A TREAT TO POP IN ON MY FAVORITE CLIENTS.”



THE MORE CONTACT YOU MAKE WITH YOUR CLIENTS, THE DEEPER YOUR RELATIONSHIPS WILL BE

## ⑥ Creative Gifting

Everyone loves a thoughtful surprise to make them feel appreciated, and your clients are no different. That's what makes Pop-Bys so effective. These small gifts express your appreciation for their business and referrals, as well as show you care.



### What is a Pop-By?

A small gift of appreciation you deliver to your top clients from time-to-time to say thank you for their business and referrals. The perfect Pop-By gift isn't expensive or elaborate. It's not about the money you spend; it's truly about the thought you put into it. None of these items will break the bank, and their impact is lasting. Some ideas include:

- ✓ **PACKING TAPE WITH YOUR NAME AND LOGO ON IT FOR YOUR CLIENTS WHO ARE MOVING.**
- ✓ **A BOUQUET OF FLOWERS FOR THE MOTHERS IN YOUR DATABASE ON MOTHER'S DAY**
- ✓ **USEFUL ITEMS, SUCH AS AN ICE SCRAPER IF YOU LIVE IN A SNOWY CLIMATE**
- ✓ **SWEET TREATS, SUCH AS CHOCOLATES, PIES OR HOMEMADE COOKIES FOR VARIOUS HOLIDAYS**

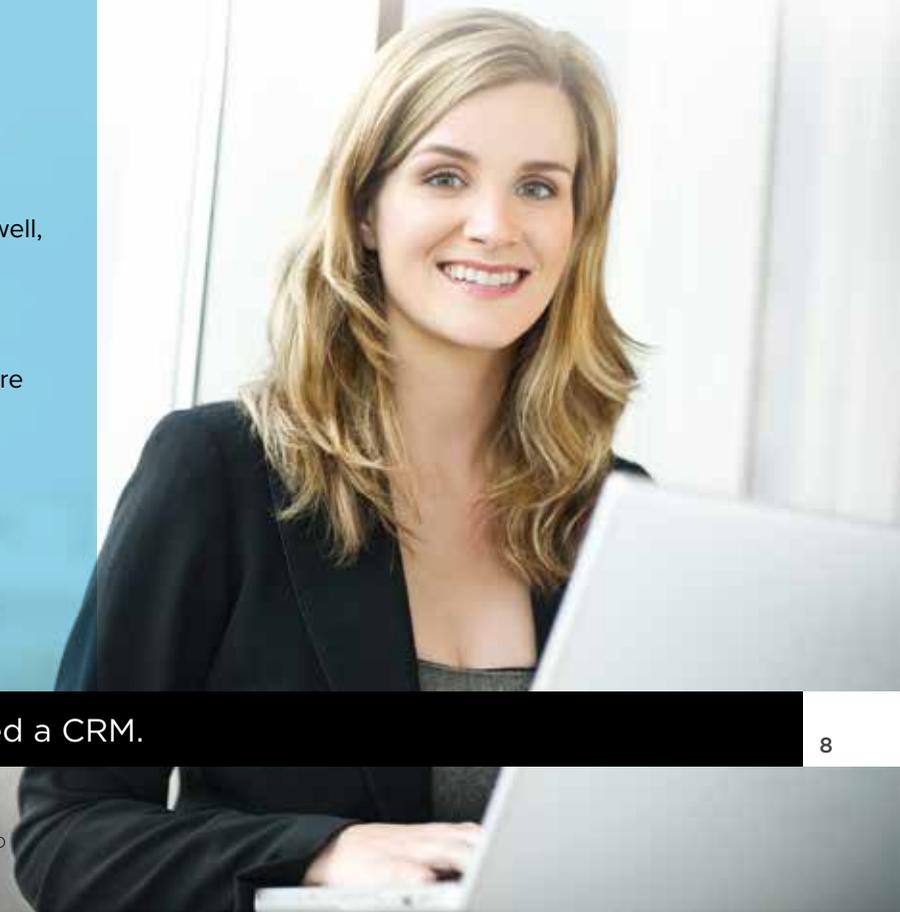
If you stop by a client's home to deliver a Pop-By and they're not there, snap a photo of the item on their doorstep and text it to them to give them something to look forward to when they come home (unless of course it's something perishable. Then call ahead to make sure they'll be home to accept it).

# 7 Get a CRM

Organize your business and keep your clients' information all in one place with a Customer Relationship Management System (CRM). A great CRM, like Referral Maker®, gives you access to your clients' information whenever you need it. However, it's much more than a digital Rolodex—it also helps you stay on top of your daily lead generating activities, track your marketing campaigns, track the progress you're making toward your goals and even set new goals for your business and personal life.

## 4 Benefits of Using a CRM

- ✔ **MANAGE YOUR RELATIONSHIPS.**  
A CRM will allow you to access and update information about your clients from anywhere.
- ✔ **GENERATE A STREAM OF RELIABLE LEADS.**  
The more information you have on your clients, the more you can anticipate their needs and serve them. And when you serve them well, they're more likely to refer you.
- ✔ **INCREASE YOUR INCOME.**  
CRMs allow you to generate leads more efficiently—this means more leads, more closed transactions and more money in your wallet.
- ✔ **PRIORITIZE YOUR TIME AND ENERGY.**  
A CRM helps you keep your to-do list in the palm of your hand. You'll always know what to do, who to contact and even what to say to get the conversation started.



if you want to take your business to the next level, you need a CRM.

# 8 Referrals

Still Rule!

There's one thing that advances in technology can't change  
—**the power of a referral!**

Referrals aren't just warm leads, they're leads from clients you enjoy working with and respect.

Since we tend to associate with people who are similar to us, chances are the people your clients refer you to will be enjoyable to work with as well.



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STOP CHASING UNRELIABLE COLD LEADS  
AND SPEND YOUR TIME DEVELOPING  
RELATIONSHIPS WITH GREAT CLIENTS WHO WILL  
STAY IN TOUCH AND SEND YOU REFERRALS  
AFTER THE TRANSACTION IS OVER.

When you build a business on referrals, you build a solid foundation to weather any storm that strikes, whether it's a hiccup in the economy or a housing market slowdown. The great service you offer to your clients becomes your calling card—no gimmicks required!

Although advances in technology have made it easier to stay in touch with your clients, at the end of the day, it's your relationships that drive your business—  
not the fancy gadgets or apps.

REFERRALS ARE THE ONLY WAY TO BUILD A  
RELIABLE STREAM OF LEADS, REGARDLESS OF THE  
HOT NEW TECHNOLOGY THAT HITS THE MARKET.

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[www.buffiniandcompany.com](http://www.buffiniandcompany.com) or call 1.800.945.3485 x2

# About Buffini & Company

## Real Estate Coaching, Training, Events, Marketing Systems, CRM

Headquartered in Carlsbad, CA, Buffini & Company is the largest real estate coaching and training company in North America. Founded by real estate expert and master motivator Brian Buffini, the company provides a unique and highly-effective lead generation system and comprehensive business coaching and training programs which have helped entrepreneurs in 37 countries improve their business, increase net profit and enhance their quality of life.

Since its founding in 1996, Buffini & Company has impacted and improved the lives of thousands of small business owners with strongly balanced work-life strategies.

Interested in more great resources from Buffini & Company?  
Please visit [resources.buffiniandcompany.com](http://resources.buffiniandcompany.com)

### Sources:

1. Social Media Fact Sheet, February 2018
2. NAR 2017 Profile of Home Buyers and Sellers

