

FREE GUIDE

YOUR VA

TIPS AND TRICKS
FOR TODAY'S REAL
ESTATE AGENCIES

In a boom market when agents are busier than ever.
It's more important than ever to take care of the details.

This guide is a suggestion of actions you can take now
to take advantage of the market we are enjoying now.

This guide is for every agent. If you're not already using technology to save you time, increase your productivity, amplify your visibility and to truly maximise what you're already doing, it's not too late to change.

Emails can increase how effective your calls are.

Social media can help you get more listings.

Technology can give you your life back!

What's Important Now?

Seller Trust

Being visible to home owners so when they chose to sell, they chose you.

1



2

Leverage Your Database

Communicate smarter with up to date contacts, targeted messaging, automation, sequencing.

3



Social Media

Use social media to amplify your reach. Showcase your people, your clients, your agency and your point of difference.



4

Reduce Tasks

Systemise and automate your admin to save time, increase productivity and reduce overwhelm.

5



Social Media

You'll already be utilising the reach of social media to sell your listings. Here are some post ideas so you can amplify that reach and increase engagement:

- As part of your sales process, ask the buyer and seller to give you an online review. Share that review on social media with a photo or video of them.
- Share articles (or create blog posts) online educating buyers i.e. staging tips, questions to ask when choosing an agent, private sale vs agent comparisons, *See next page for more suggestions.*
- Showcase your team with posts profiling team members, use humour or personality so your network connects with your agents. i.e. something only my friends know about me is...
- Meme's are particularly powerful at generating engagement and show a lighter side of real estate.
- Be relevant. Share current news articles with your insights or opinion.
- Showcase your community. Support, post and share content from community projects, businesses and people.
- Be smart with your content! Repurpose to suit each platform so your tone and message is relevant to the audience behaviour/mood you're posting for.
- While you will post new listings, properties sold etc, don't forget it's not all about you. Post solutions to your audiences problems. Help first.
- Create downloadable guides you can promote online to build your database.

SOLD

Celebrate your sales, part of your sales procedure should be to schedule a post celebrating the sale using your social media scheduler.

BUYERS

Use images or video to portray the buyer's emotion as they celebrate having their offer accepted.

VENDORS

As with buyers, use graphics to show the successful outcome. It's these images other sellers will relate to.

TEAM

Use candid and professional shots to showcase the personality and skillset of your team. People want to do business with people they trust.

Content Marketing



TIPS:

- Use Google Search or tools like *Answer the Public* to research topics relevant to your audience.
- Report your articles on your Google My Business page to improve your search rankings.
- Write your articles in batches and schedule them using a social media scheduler (i.e. Hootsuite) to save time.
- Invite guest posts from those in your industry: mortgage brokers, inspectors, stagers. They will also promote your posts, increasing your visibility and reach.
- Repurpose content to create free downloads and guides to grow your list.

TOPIC IDEAS:

- Coping with fear of missing out
- Mental health tips when buying a home
- How to prepare for your open home
- 6 questions to ask when choosing a real estate agent
- New home vs buying an existing home
- What information do you need before applying for a mortgage?
- How to prepare for an auction
- 10 benefits in selling your house with an agent vs private sale
- When is the right time to sell?
- What to expect from a real estate agent
- Questions to ask when looking at a house to buy

[CLICK TO READ: HOW TO REPURPOSE YOUR CONTENT](#)

LEVERAGE YOUR DATABASE

TIPS:

- Sending out regular newsletters helps keep your database up to date
- Remove inactive contacts who never open your newsletters, this affects how often your emails go to spam and junk folders.
- Use tags, categories or groups to filter your database.
- Use automation to perform routine tasks seamlessly.
- Test and measure various subject lines and preview text.
- Follow up on email campaigns based on engagement (clicks, opens, callbacks etc)
- Integrate your CRM with your other applications and tools.
- Automate 'keep in touch' reminders.
- Keep all your contacts (individually and as an agency) in one central system.
- Use your database as a data tool, track key KPI's you can use to improve your sales and marketing.
- Automatic lead capturing allows you to begin communicating with your valuable leads immediately, and reminders ensure that no lead gets left behind.



REDUCE TASKS

Real estate agents are tasked with helping people to buy, sell and everything in between! The extensive administrative paperwork that the job entails often falls on already overwhelmed admin support, or worse on agents themselves. Here's some tips on how to reduce that time:

CLICK TO READ: REDUCE YOUR ADMIN IN 4 STEPS

1. TRACK YOUR TIME

Two recommended and free tools to help you do this are [RescueTime](#) and [Toggl](#). RescueTime tracks your time spent on websites and applications whereas Toggl breaks it down by project and task. Both apps have free plans for basic time tracking and are available on desktop and mobile.

Once you know exactly where your time went, it becomes much easier to spot inefficiencies in your day. Work at creating actionable goals to boost productivity i.e. condensing your time spent answering emails to one hour per day.

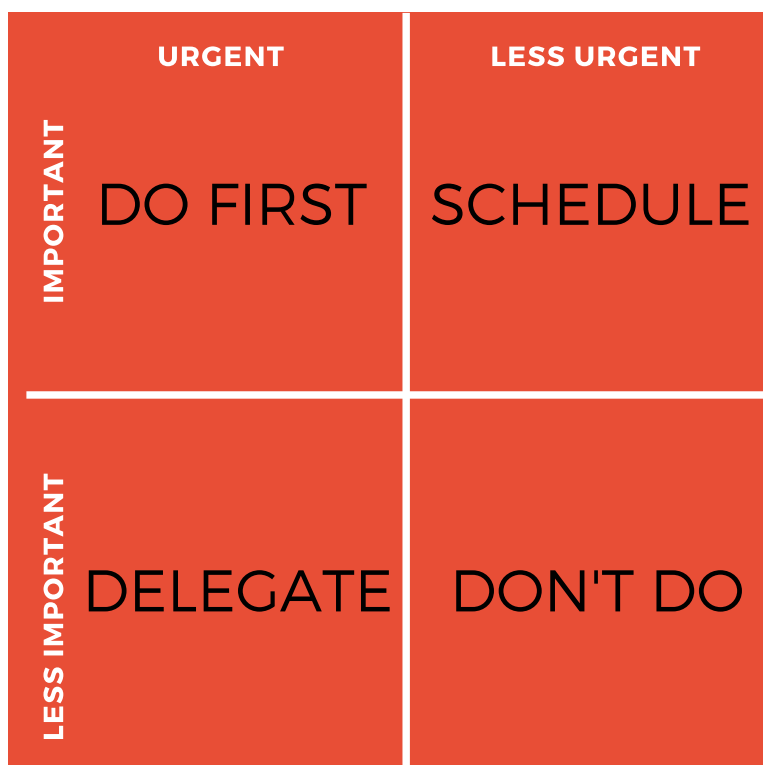
2. PRIORITISE YOUR TASKS

When you have multiple tasks due at the same time, it can be stressful and overwhelming to think about, let alone do. That's why it's crucial that you lay it all out and prioritise your tasks based on importance and urgency.

The Eisenhower Matrix is a great tool to help you do this as it sorts tasks into four quadrants: do first, schedule, delegate and don't do. Those that are important and urgent belong in the "do first" quadrant while those that are important but less urgent should be scheduled in your calendar. Meanwhile, tasks that are urgent but less important can be delegated to another staff member or a real estate virtual assistant. For all other tasks that are neither important or urgent, you should stop doing them.

By following the Eisenhower Matrix, you can produce the most impactful work in the least amount of time while reducing stress and burnout.

Note: We run our email inboxes using this strategy, using filters and rules to help us stay time efficient and focused.



REDUCE TASKS



3. OUTSOURCE

Once you've prioritised tasks, you end up with a list of tasks in the "delegate" quadrant that you can assign to others. These tasks might include data entry, bookkeeping, scheduling appointments, posting listings and sales enquiries, just to name a few.

By outsourcing these tasks you can reduce labour costs and improve overall productivity. Additionally, you and your team can spend less time on admin and more time nurturing relationships and generating revenue.

4. LEVERAGE TECHNOLOGY

Another time management tip for real estate agents is to leverage technology to save time and money.

This might mean automating tedious tasks such as outreach, appointment scheduling, segmentation, email blasts and follow up messages.

This might mean setting rules to automatically send your lead an e-card when it's their birthday, a "just sold" email to those who have enquired about a particular listing once it's been marked as sold, or an email prompting them to schedule an appointment in your calendar if their lead score reaches a certain threshold.

**IF YOU LOVE THE
IDEAS IN THIS GUIDE
BUT YOU'RE JUST TOO
BUSY TO DO THEM**

WE CAN HELP!

**BOOK A DISCOVERY
CALL TODAY**