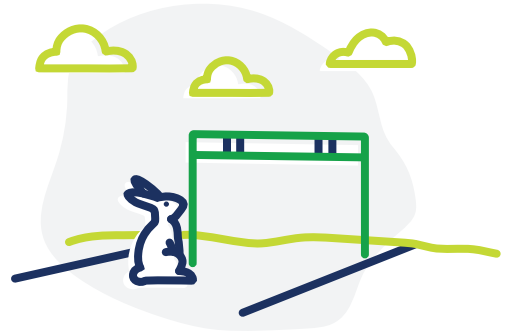


OVERCOME THE BIGGEST

# Marketing Hurdles



## Be memorable

Don't rely on phone book, bus bench, or sporting event ads. Be the agent who is in their mailbox, voicemail, and social feed.

**ACTION:** Give potential clients the insider knowledge they need. Show them you understand the home buying and selling process and your area better than anyone else by sharing helpful tips, such as spring cleaning strategies or great local Mexican restaurants. Leverage Cole Realty Resource's lists for sponsored posts/ads that have maximum impact.



## Be proactive

Don't expect people to call you based on static marketing such as billboards or websites. Reach out to them so you don't become part of the background noise.

**ACTION:** Send postcards to all the neighbors of your next open house. Use this as an opportunity to meet neighbors in a setting where they see you being friendly and actively selling. Clients most often choose the first agent they interview.

## Be in touch

Yard signs aren't dandelions. They don't blow seeds all over the neighborhood that sprout more signs. When neighbors see your name on a sign on their street, they should also see it on their caller ID.

**ACTION:** Set aside an hour each morning to make 50 phone calls. Start with the neighbors of your most recent sale.

