

How To Become An Expert On Your City



**AND PROMPTS TO
GET YOU STARTED!**



WHY EVERY AGENT SHOULD BE AN EXPERT ON THEIR CITY.


Whether someone is new to a city or has lived in their city for decades, having an expert's guide to local events and can't-miss spots is a must. Becoming an expert on what's happening in your city puts your name in the mouth of potential sellers before they start their selling journey. This lead generator strategy coupled with Cole's powerful lead lists gets you in their in-box with valuable information and puts you top of mind as the city expert who will sell their home when the time is right.

A Cole powered top of funnel strategy:


01. Builds authority and develops trust
02. Creates awareness and visibility
03. Targets specific areas so you can sell the whole neighborhood.







A STEP-BY-STEP GUIDE ON HOW TO BECOME AN EXPERT IN YOUR CITY.



The office work culture has changed dramatically over the past couple of years as more employers shift to hybrid or permanent remote positions. People are able to move to cities and areas previously unavailable to them due to being tied to a location associated with their employer. Because of this, cities big and small are starting to change, putting demands for better infrastructure in smaller communities and leaving skyrise apartments in major cities vacant.



In addition to this major change in U.S. cities, more people of retirement age are moving from their big family homes into areas that appeal to their needs as they enter the next stage of their life, opening up parts of the suburbs to new, growing families and creating new communities of 55+.





Things to consider



01. Get to know your city!

- What are the demographics of your city?
- Who are the homeowners in the area that might benefit from an expert's guide?
- What type of things do newcomers want to know about your city?
- Who are the primary employers in your city?
- Is there a large work-from-home culture?
- Are there established communities with soon-to-be-retired original homeowners who may be interested in city guides?



02. Stay top of mind, become involved in local events

- Is there an opportunity for cross-promotion with a local restaurant?
- What fun things do local shops do throughout the year? (think: hometown heroes, holiday markets, etc.)
- Participate in give-back events, be known as the agent who gives back to their community.
- Host volunteering events that directly benefit the community you serve.
- Give tips on how to live on a budget: where are the best deals for groceries, specials, happy hours, or group events for families with children?





03. Create content homeowners find valuable.

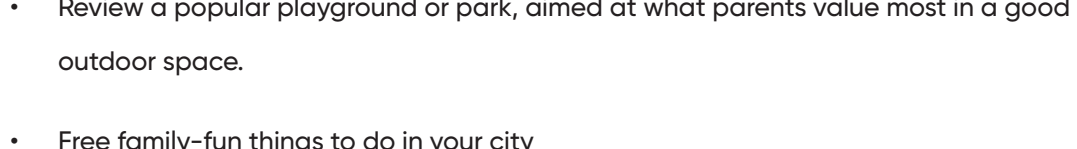
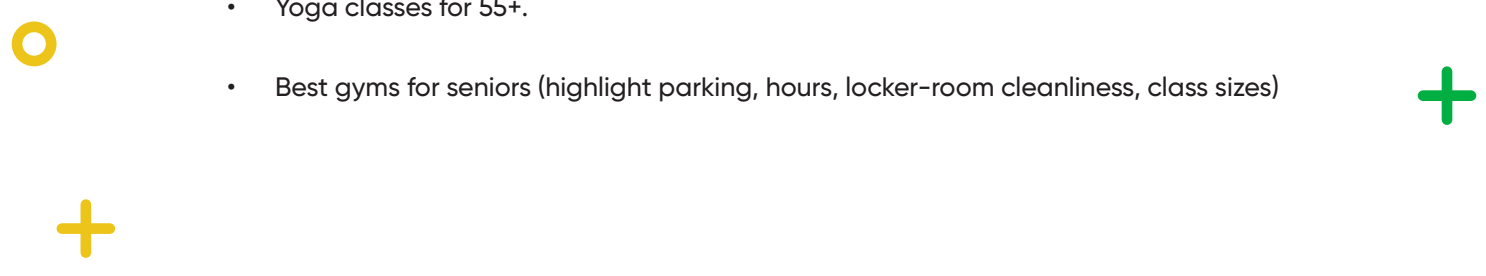
- Blog posts, downloadable booklets, and guides to the city can deliver value and nurture your funnel while keeping you top of mind as an authority in your city.
- Having a sales funnel strategy keeps prospects cycling through your email marketing, allowing multiple opportunities to stay top of mind, provide value and earn their business whether they're ready to sell in a year or 5.
- Write content aimed at multiple audiences, depending on the demographics of your city.
- Every agent should have a version of a guide to the city on their website. This top-of-funnel strategy gets prospects through organic search and positions you front of mind in their selling journey.





How to start: Write a guide!

We came up with 14 content ideas to help get you started on writing your first expert city guide.

- 
- Review a popular playground or park, aimed at what parents value most in a good outdoor space.
 - Free family-fun things to do in your city
 - Best fall hikes 30 minutes from the city
 - Living on a budget: How to get the most out of your city.
 - Affordable vacation spots 2 hours from the city.
 - Top fall adventures
 - Top holiday markets
 - Things to do this fall within 30 min of the city
 - Where to get the best pumpkin spice donuts in the city
 - Guide to Pride: Pride exclusive restaurant menus and events.
 - Summer fun: things to do this summer.
 - Best dinner deals for seniors.
 - Yoga classes for 55+.
 - Best gyms for seniors (highlight parking, hours, locker-room cleanliness, class sizes)
- 



COLE REALTY RESOURCE

With Cole Realty Resource, you can reach sellers before the competition and be first of mind from lead to listing. Get to their inbox first with our lead generators and start building a relationship that takes you from lead to listing.

COLEREALTYRESOURCE.COM



17041 Lakeside Hills Plaza #2
Omaha, NE 68130