

10 Tips to Get More Buyer Leads from Your Ads

5 QUICK FACTS TO CONSIDER:

1
87% of buyers used the Internet to research their options in 2008.

2
1000% more buyers find the home they buy on the Internet than in a newspaper¹

3
3200% more buyers find the home they buy on the Internet than in a home book²

4
90% of Internet buyers found their agent online³

5
Truly motivated buyers in this market buy because⁴:

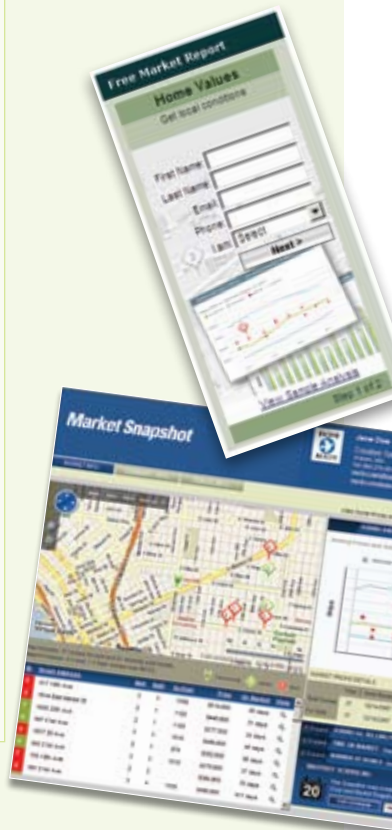
- Price decreases (67%)
- Lower rates help them move to a better area (39%)
- They're worried that rates will rise (22%)
- Lower rates help them buy a larger home (10%)
- They can move to a more affordable area (9%)

TO GET MORE BUYER LEADS FROM YOUR ADS:

- 1. Understand buyers' mindset in today's market.** In an uncertain market and a challenging economy, many buyers feel confused by conflicting real estate market information, overwhelmed by their options, and constrained by the fact that they can't buy before they sell their own home—often listed on the market at too high a price. Understand their mindset so that you can tap into those underlying concerns in your ads.
- 2. Craft timely ad headlines and messages** that directly address the main reasons motivated buyers act in these market and mortgage conditions. For example, craft an ad that highlights low interest rates and affordable home prices in your area.
- 3. Develop 'niche' ads that target the types of buyers who benefit most from current market conditions:** first time buyers, second home buyers, empty nesters or investors.
- 4. Give buyers a reason to contact you with a compelling offer.** Give people a reason to get in touch with you—offer them something valuable, for free. For example, offer buyers a free, local MLS Market Report* customized to their preferences, or a detailed Community and School Report that tells them about their area of interest.
- 5. Make sure every ad features a strong call to action.** What exactly do you want a lead to do? Call you? Email you? Go to a website and fill in a lead capture form? It sounds obvious, but every ad you run needs to have a strong and prominent call to action. Prompt people to do exactly what you want them to do, for example: 'Call 1.866.561.0979 or go to www.topproducer.com for your FREE Market Report*.
- 6. Send buyers to a compelling, website that effectively captures leads.** A lead might be reluctant to call you when they see your ad, but may be willing to go online to visit your web page. Make sure your website is built to capture lead information so you can follow up!
- 7. Reach buyers where they are - online!** Leverage as many online advertising opportunities as possible. Many of them are low cost, and many, such as Craigslist and Kijiji, are free!
- 8. Leverage social media.** Buyers are on Facebook, LinkedIn & Twitter. Are you? If not, join social media sites so that you can network and promote your message to buyers by offering free market guidance.
- 9. Stay in touch with leads to convert them to clients.** A lead might not be ready to act today, but may be ready to buy in weeks, months or even years. Stay in touch with regular Market Report updates and establish yourself as a real estate agent who is not only a local market expert, but is professional enough to follow-up.
- 10. Automate follow-up as much as possible.** Don't make the mistake of wasting time with unmotivated buyers, but don't make the mistake of letting them slip through the cracks by not following up either. Get a system that allows you to automate follow-up with EVERY lead...so that when they are ready to buy, they contact you!

*GET MORE BUYER LEADS & CLIENTS WITH MARKET SNAPSHOT

Top Producer's Market Snapshot automatically creates the industry's most impressive market reports, packed with up-to-the-minute MLS market and property information, plus interactive photos, maps and graphs. It's easy to add Market Snapshot's lead capture forms to your website so visitors can subscribe and so that you can drive traffic to your site using your advertising. Best of all the system automatically emails market updates to leads!



¹NAR Profile of Homebuyers and Home Sellers 2008
²NAR Profile of Homebuyers and Home Sellers 2008

³California Market Outlook, 9/23/08 (California Association of REALTORS®)
⁴California Market Outlook, 9/23/08 (California Association of REALTORS®)