How to turn your listings into more seller clients

Agents across the country know that the real estate industry is in the midst of another buying season marked by extremely low inventory.

In fact, housing inventory stood at 3.6 months in March, down from 3.8 months the year prior, according to NAR's latest existing home sales report.

In a market like this, a listing can be more than just selling a house. An old truism is no doubt applicable: the best way to get more listings is to have current listings.

Listings aren't just homes for sale, they're also a notice to neighbors and other nearby homeowners of who is an effective, trusted local real estate agent.

A beautifully marketed home can be more effective than any business card. It's a chance to showcase your marketing, sales and service expertise to the community.

Courting the neighbors

Homeowners are always aware of when a new for sale sign pops up in the neighborhood. Many will log in to Zillow or another app to check out the price, details and take a look at the interior shots.

Pique their interest by dropping a flyer in their mailbox before your sign goes up, a subtle reminder of who is listing the home.

Online advertising can have the same impact. In fact, it can even help heighten interest and curiosity.

Companies such as Adwerx, for example, can help boost your online presence by advertising your real estate business on thousands of websites, Facebook, and in mobile apps, reaching prospective clients in ideal locations through ZIP code targeting*.*

Open houses are a prime chance to connect with more than just potential buyers. Some real estate agents complain that open houses attract fellow neighbors who are simply curious, but that can be a good thing because some of those homeowners may eventually become home sellers.

Invite all neighbors to the open house. Some agents even host a pre-open house event just for the neighbors who want to see the home.

Give potential sellers everything they need by having local market stats on hand, and ensure your marketing materials are prominently displayed.

Sellers are looking at your marketing but they are also looking at how you act as the ambassador for the home. Are you taking adequate security precautions to keep the home and the seller's belongings safe? These details can have a big impact on winning their business.

Post-sale details

Just Sold cards and online advertisements effectively reach potential sellers. When you share the news on Facebook and other social media platforms, include details of interest to potential sellers.

Did it sell over asking price? Was the sale in line with the local median or average? How quickly did it close? This can also be an opportunity to share information such as a seller's guide to preparing a house for sale.

Every listing is an opportunity to learn more about the neighborhood and stay up to date on the details of the market, but also the history and the community news that impacts the area most.

Homeowners may not have time to keep up with local market data, new developments and current issues. Sharing this information can also help showcase your commitment to the area and alert potential sellers to market factors they may not be aware of.

Those same neighbors curious enough to visit the home or click on your listing ads may be your next clients.

The more you put yourself out there, the better your chances of becoming the agent prospective clients choose to list their home with. Use every listing as another opportunity to build your brand. You got this!

One of the fastest growing companies in real estate technology*, Adwerx automates digital advertising for brokerages to delight the seller and increase agent satisfaction. Working with over 100,000 real estate customers, Adwerx helps individual agents promote themselves and their listings online, with custom ads optimized for Facebook, mobile and the web.* Learn how easy digital marketing can be here*.*

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