

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

move constantly.

Becky Livingston • Feb. 18, 2019

When it comes to marketing to real estate clients, it can be tough. They are on the move constantly.

Here are some tips you can use to not only draw interest toward your brand, but to also increase leads on a one-on-one basis.

1. Speak with large and small real estate office managers and offer free or fee-based seminars to their associates. Address some of their common pain points, such as time management, database maintenance, transaction management, investment and taxes, and more. Consider making rounds with these office managers to offer timely tips once or twice per year.
2. Create downloadable content they can use. Then, share it on social media platforms where they hang out. See the example below.
3. Podcasts are a great way to reach people who spend a lot of time traveling or who are away from a computer. In addition to or instead of writing content, consider a podcast series that you update three to four times a month.
4. Join a local business group, such as the Chamber of Commerce, Small Business Association, or S.C.O.R.E. Attend networking events and ensure your pitch is real-estate focused. Offer to speak at these associations for free offering timely tips for agents, agency owners, and brokers.
5. For social media, focus efforts on specifics versus general posts. For example, on Twitter, create a Real Estate list of influencers and share your content with that list. On Facebook, rather than just using the business page, leverage a group and ask questions groups members are likely to engage with, such as "As a real estate agent, what home or rental investing questions do you have?" Instagram is a different type of platform that offers only one link to your site; so, connect it to

your blog or podcast page. Share posts that represent your firm's culture, history in

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Each month our content marketing can go a long way.

Bonus Tip: Think local. If you're sharing information on social media, use a local hashtag that identifies your area, such as #Philly, #Boston, #Denver, etc.

Example – Downloadable Content

It's tough for real estate professionals to focus on the business when they are spending a good portion of their time on the road, speaking with buyers and sellers, reviewing listings, and more. When you're creating content to share with them, keep that in mind.

Here is a simple content plan you can use to create one piece of content that may be downloaded, made into a podcast, text messaged, or shared on social media.

First, create a tip sheet that becomes a blog post on your website. Include 3-5 accounting tips that address their needs, such as keeping corporate records, expense automation, deduction receipts, and hardware and software apps they can use.

Second, once the piece is written and posted on your website, also make it into a podcast (or several) easily with your computer—Mac's Garageband and PC's Audacity are both free and good quality. Consider a good microphone/headset combination to help reduce background noise. Speak the blog that you just wrote as conversationally as possible. Once you're satisfied, post that file (MP3 or 4) on your website. Remember to keep the podcast between 1 – 15 minutes—perfect for short car rides. You can find additional podcast tips on wikiHow at

<http://www.wikihow.com/Start-Your-Own-Podcast>.

Third, share the blog and podcast separately on social media and messaging sites. Social media sites could include Facebook, Instagram, and Twitter. Messaging services provide a one-on-one connection with your leads to share important tips

with them. Tools such as Facebook Messenger, Snapchat, and WhatsApp are popular.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Social Media Post – Facebook: Real Estate Agents – Do you want to win buyers and influence sales? Here are three accounting tips to help you accomplish your goals. Listen to the podcast today! #RealEstate #Accounting

Social Media Post – Instagram: How to Win Buyers and Influence Sales – Real Estate Accounting Tips #RealEstate #Accounting #RealEstateInvestor #RealEstatePro #RealEstateAgent

With these tips, you are armed with the tools needed to draw in new clients. The hard part is making and executing the plan. What steps will you take to engage with the agents and brokers in your area?

Firm Management • Hardware

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved