



10 Tips for Marketing in the New Real Estate Market



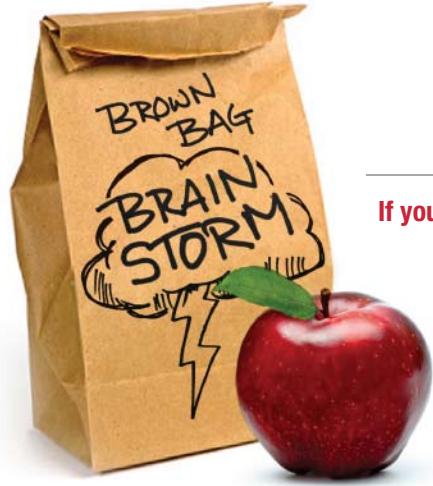
- 1 WHAT'S YOUR MESSAGE?**
A clear, succinct buying proposition has never been more important. The days of just describing the features of your product and getting a sale are over. Sell your home's benefits to the buyer – not just its features.
- 2 CREDIBILITY IS JOB 1.**
Trust is in short supply, with prices falling, developers going out of business and deals falling through. Find ways through smart marketing, advertising and public relations to show that you do what you say.

- 3 EMPHASIZE YOUR POINTS OF DIFFERENCE.**
In this competitive sales atmosphere, show buyers why living in your community has advantages. Being competitively priced is imperative, but beyond that, why should someone buy in your community instead of buying a foreclosure or short sale?
- 4 SOCIAL MEDIA COUNTS, BUT ISN'T A CURE-ALL.**
Building an online community helps get the word out, and is a great way to reach Realtors. But don't count on it to replace advertising, marketing and PR, and be ready to address negative comments – that's part of having an open online forum.

- 7 FOR SALES LEADS, IT'S ABOUT QUALITY.**
With tighter marketing budgets, getting a high percentage of quality leads is more important than ever. Instead of having silly contests to get prospect registrations, offer a helpful brochure or something tied into prospects' interest in your city.
- 8 EVENTS HELP RAISE VISIBILITY, BUT THEY NEED TO BE INTERESTING**
Do interesting neighborhood events that showcase the quality of living in your community, instead of giveaways and radio remotes. Leverage your database, social media and PR to get the word out.

- 5 HOW A HOME FITS A BUYER'S NEEDS COUNTS MORE THAN ITS SIZE.**
During the boom, many people bought as much house as they could qualify for, figuring it was a good investment. Now, people don't want more house than they need, and they don't want wasted space.
- 6 A STRONG ONLINE PRESENCE IS ALL-IMPORTANT.**
An overwhelming majority of buyers look online before ever talking to a Realtor or sales agent. Search-engine marketing, advertising and PR can help them find you, and a strong website will get them engaged in your product.

- 9 REALTOR RELATIONSHIPS STILL MATTER.**
The top Realtors are still doing well, because they have adapted to the market and are masterful at finding qualified, motivated buyers and meeting their needs. Use personal outreach, e-mail blasts and Facebook to build your database.
- 10 THIS ISN'T THE TIME TO SHUT DOWN MARKETING AND PR.**
Smart developers and builders know prices are bottoming out, and as consumer confidence improves, so will sales. Creating brand awareness and programs to reach Realtors and buyers will pay off as the market comes back.



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BROWN BAG BRAINSTORM - at Walker Brands
1810 W. Kennedy Blvd., Tampa, 33606
Friday, 2/4 at noon
RSVP – kmachonis@walkerbrands.com
FREE – just bring your lunch, questions and ideas!

Nancy Walker, Kyle Parks and Susan Jezek will tackle questions of members regarding marketing, public relations, innovation and out-of-the-box thinking as we all seek to create greater value and meaning in our emerging world.