List of marketing tools to market yourself and your company

1. Make sure you are set up with a Zillow.com, Homes.com, Trulia.com agent page

* This put you on the list of names that pop up when someone is looking for homes. On some of the sites you can also answer real estate questions and become an “expert”. It gives you more exposure

1. Craigslist ads

* Every listing that you have should be on Craigslist at least every week or every other. Use this as an opportunity to advertise yourself, put up your picture and your contact info. If you don’t have any listings, put up your info anyway.

1. Blogging and personal websites

* Start your own blog or website. You can mimic our company website using the same format and use it as a platform to talk to people. Even if you have no followers for a while, blog about what kind of agent you are or the newest coffee shop in town. Same with your website. Then copy it to your personal FB page and your craigslist ads

1. Facebook

* Make sure everyone on FB knows you’re an agent! Even if you don’t get anyone right away, eventually someone will know someone who will refer to you!

1. Flyers

* Without having to spend tons of money on print advertising, make up some flyers with a copy of your business card and some info about you. Pair that with some info on a new listing of yours. Put them up all over town, diners, coffee shops, laundry mats, gas stations. You may not see any business directly but its just one more form of getting your name out there.

1. Tri-Folds

* Our company is so awesome that they had made up a template for us to input our information and print out pamphlets about us! If you haven’t seen them, they are very cool. They give a little info about our company, a little about you, and even have room for testimonials.
* You can print these in the office and pass them out! Send some to all your neighbors mail them out to clients; pass them out at your kid’s baseball games.

1. Door Hangers

* Again, our company is so awesome, they have door hangers that you can walk around your neighborhoods with and hang on doors. There is a spot to put your business cards too.

1. LinkedIN

* This is a social media site where you can network with other professionals. It may not necessarily be a spot for finding clients, but our peers in this business are sometimes just as important as our clients. (Recruiting and getting residuals, and hey you never know, maybe that old friend of yours in now a banker?)

1. Instagram and Pinterest (#Hastags)

* These are both picture websites and aps to help market yourself. Upload pictures of your new listing and hashtag the crap out of it. It will draw traffic to you and help advertise yourself!
* If you don’t know how hashtags work, I would be happy to help anyone with these. Basically, they help draw traffic to the specific topic you are talking about and want them to see #realestate #homesforsale #newlisting #133Mainst #Cortland #NY

1. Mailing out “satisfied client letters”

* Every time you get a new listing, no matter what it is-Land, home, Commercial, parking lot ECT. Mail all of the neighbors a letters saying Hey! I just listed this property, here is a little about it. This is a great way to get your business cards, tri-folds out there.
* After you have sold the property, send out another letter. Hey! I just sold that property! Now those same people can see what a good job you did

1. Expire ‘ds, Craigslist, FSBO

* If you can’t find a phone # but have an address, mail out a “dear neighbor” letter. We have copies of these on our agent log. This is a way of saying who we are as a company, and what you can do to help them. I always put a letter, my business card, and a little hand written note in there for them. At 46 cents a stamp, even if you mail out 3 letters a week (Hopefully 1.38/week won’t break the bank)

1. Sponsor an event/walk/baseball team

* This is the time of year when people walk for a cause or to raise money for a charity or event. Sign up and raise money in addition to helping market yourself! For ex: Start a “team” and your team name can be The Jeff Guida Team at Seven Valley Realty. Plus, you never know what type of people you may start a conversation with!

1. **The best way to market yourself**

* Get listings!!!! Having your signs in the ground is the #1 best way to market yourself. Not only will they see Seven Valley but they will see your name. The more listings, the more exposure.

The list could go on and on.. ***be creative***! If anyone would like help with any of these things, set up a meeting with your regionals and they will help ☺ and if anyone has anything to add to this list, please do!