



Arizona Association of REALTORS®

Winter Conference

*Prospecting In
Today's
Market*



Something to think about:

*"People used to find
houses through us,
now people find us
through houses."*

*Allan Dalton
Former President of Realtor.com*




Who Are "They"?

*Today's
Consumer*


 Fastest Growing Buyer segment:

Single Women

How will you prospect?

 The Age Factor:

According to the National Association of REALTORS®, The age of the average REALTOR® is 56, the age of the average buyer is 38.

 The AGE Factor

Differences in how they buy and more importantly how they communicate.



Most important expectation

Negotiation

Hint: Let's talk strategies



Generational Buying Habits

The Silent Generation

Matures

(1925 – 1945)



Expectations/Characteristics

- ✓ Respect – don't assume the children make the decisions
- ✓ Honesty & Integrity
- ✓ Relationship building –value personal attention
- ✓ Slow to make decisions
- ✓ Housing decision are often emotion-driven

Marketing Idea – Senior Seminar with Vendors
Check into SRES designation with the NAR



Generational Buying Habits

The Baby Boomers

1946 1964



Expectations/Characteristics

- ✓ "Sandwich Generation" – children & Parent
- ✓ Second Home Buyers
- ✓ Many not have specific preferences
- ✓ Not quick to decide
- ✓ Takes time to deliberate



Generational Buying Habits

Generation "X"

1965 - 1980



Expectations/Characteristics

- ✓ Large number are entrepreneurial
- ✓ Will search the internet before contacting an agent
- ✓ Expect high-tech property marketing
- ✓ Likely to do in-depth research on properties
- ✓ Expect immediate response
- ✓ Relatively quick deciders
- ✓ May trust friends over their agent
- ✓ Friend referrals really count



Generational Buying Habits

Generation "Y"

1981 - 1999



Expectations/Characteristics


- ✓ Expect quick response (learn to text)
- ✓ Most are first-time buyers
- ✓ Wary of traditional marketing
- ✓ More likely to find agent on social networks
- ✓ Extremely tech savvy –they grew up connected
- ✓ Somewhat unrealistic about pricing and process



Consumer Characteristics and Marketing Trends

Reflecting the knowledgeable consumer

- Blogs
- Social Networks
- Consumer Education
- Communication Methods



Consumer Characteristics and Marketing Trends

Reflecting today's pressured consumer

- Expressing value of services (Time IS Money)
- Integrating different services (One stop shop)
- More/quicker communication
- The growth of "teams"
- Niche/specialty marketing



Consumer Characteristics and Marketing Trends

Reflecting today's mobile consumer

- Niche specialists
- Specialized teams
- Area experts
- Social Networks
- Referral resources



Solution Marketing

Targets a problem in your market, then paints you as the solution to that problem. According to Dan Gooder Richard, author of Real Estate Rain Maker, one-third of your marketing budget should be solution oriented.

What types of consumers respond favorably?

- ✓ Analytical thinkers
- ✓ Generations X & Y concerned with service they cannot perform themselves



Solution Marketing

What types of marketing approaches would you use?

- Specializing – short sales, foreclosures
- Educational sessions on buying or selling
- Testimonial ads touting your problem solving abilities



WHEN A HOUSE IS NO LONGER A HOME... THE PROFESSIONALS' REAL ESTATE TEAM

We have the skill and qualifications to accommodate your client's real estate needs.

SPECIALTIES:

- Special Master for Sale of Property
- Divorce Listings, Sales and Finding New Residence
- Valuation Analysis
- 1031 Exchanges



Elaine Berlin White
Attorney at Law
18 Years in Practice
Broker Associate
Senior Real Estate Specialist
elaine@ELAINEandDON.com

Don Diltz
Marketing MBA
Broker Associate
diltz@ELAINEandDON.com

www.ELAINEandDON.com



Relationship Marketing

Building a lasting relationship with consumers. Focuses on what you know about a prospect's likes and dislikes.

What types of consumers are most responsive?

- Matures and Boomers
- Gen X & Y through social networks
- Time pressured
- Consumers with whom you share common interests



Relationship Marketing

What tools and approaches do you use to employ a Relationship Marketing strategy?

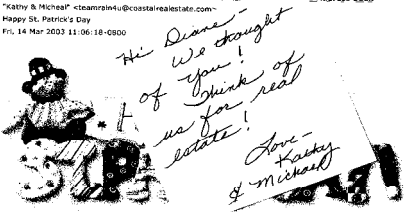
- Thank you notes
- Using your search engine to retrieve article about your prospects interests (RSS)
- Quid Pro Quo with vendors



Relationship Marketing

Single most important tool for Relationship Marketing is an accessible, meaningful data base.

To: "Kathy & Michael" <teamrhw@coastalrealestate.com>
 Subject: Happy St. Patrick's Day
 Date: Fri, 14 Mar 2003 11:06:18-0500



May the Luck of the Irish be with ye!
 Everyone's Irish on St. Patrick's Day! These sites will observe Irish history and culture. There's even a site for Americans tracing their Irish ancestry, virtual postcards that can be sent via e-mail and Green Pages, a kind of Irish Yahoo.

Here's a wee bit of history about the Wearin' of the Green to get your feet tapping the mood. Once your feet are tapping, check out the mids and celtic music at the Midi Page. St. Patrick's day would never be the same without it!

Always wanted to do an Irish Dance, did you? Here's some hints for beginners. Ready to be an expert? Then follow the history of the Riverdancers and see how they rose to popularity.

Target Marketing/Niche Marketing

Targeting a group of consumers or certain niche with a common thread

What types of consumers respond to Target/Niche Marketing techniques?

- ▶ They all do. Virtually every consumer belongs to some subset or demographic whether cultural, generations, geographical or societal

Target Marketing/Niche Marketing

What are some examples of target markets or niches? How might you market to that particular niche?

- ✓ Investors for purchases and sales
- ✓ Architectural seminars for million \$ homes
- ✓ Architectural seminars for "The Willow" District
- ✓ Single women or Hispanics



Lifestyle Marketing

What marketing strategies you've seen or implemented are consistent with Lifestyle Advertising?

- ❖ REALTORS® who blog about market areas
- ❖ Brochures that center on the lifestyle
- ❖ Recommendations for vendors & local interest

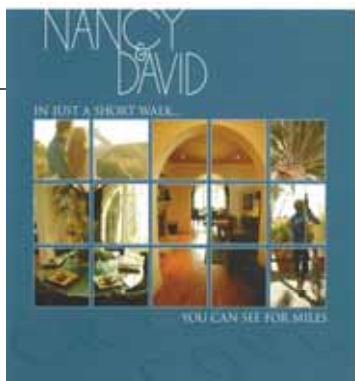


Lifestyle Marketing

Marketing materials and advertising that centers on the market area and NOT on the agent. It is relevant, engaging and promotes trust.

What types of consumer does this appeal to?

- ✓ Generations X & Y
- ✓ Relocation and transferees






WHETHER YOU NEED TENNIS SHOES
OR RIDING CLEATS
OR SANDALS
OR HIGH HEELS
OR NO SHOES AT ALL
YOU NEED JUST THE RIGHT FIT
THE PERFECT COMBINATION OF BEAUTY
AND COMFORT

THAT'S WHERE WE COME IN.


WELCOME TO OUR BACKYARD...
THE NEWPORT COAST LIFESTYLE



Consumer Focus Groups

*Would you like some feedback on
a marketing idea?*

You could hold your own consumer focus
group or try www.Stumbleupon.com



Something to think about:

*The days of putting your
marketing on a flyswatter or
pot holder are gone.
Consumers expect
sophisticated marketing
materials that will help them
understand the market.*



Technology

The value of any communication tool or technology in general is in the utilization and NOT in the technology itself!



Advertising and marketing need to be consistent in content, appearance, frequency and intent.



What's up With Today's Market?



▪ ***Sellers' Markets:***

- *Low Inventory*
- *Motivated buyers*
- *Product sells itself*



▪ ***Buyers' Markets:***

- *High inventory*
- *Low demand*
- *Product does NOT sell itself*



Sellers' Markets

Hot Product = Attracts

- ✓ *Marketing is attracting*
- ✓ *Marketing is passive*
- ✓ *Marketing is done at a distance*
- ✓ *Marketing is reactive*



Sellers' Markets

Marketing Examples:

- Mailing*
- E-mailing*
- Newsletters*
- Most Open Houses*
- Passive Websites*



Buyers' Markets

Cold Product = Seeking

- ✓ *Prospecting is seeking*
- ✓ *Prospecting is active*
- ✓ *Prospecting is proactive*



Buyers' Markets

Prospecting Examples:

- One-on-one contacts*
- Door to Door calls*
- Connected phone calls*
- Proactive Open Houses*
- Handing out Business Card*



There are **ONLY** two ways of
bringing in business:
Prospecting
Marketing

You must do both!



*In a seller's market you can
spend 80% of your time
marketing.*

*In a buyers' market you **MUST**
spend 80% of your time
prospecting.*



Track Your Results

Marketing should be an investment and not an
expense. To ensure results build your own
"procedures & policy" manual to keep track of.....

Buyers/Sellers, source of business, amount of
commission, date opened and closed.

Income (source) and expense (source)

Examples of all marketing materials

Scripts, methods and systems



Some Extra Hints To Overcome Buyer Reluctance:

When you run your list of properties to show, do NOT Purge your solds and pendings. Instead highlight them, "I can't show you these they are already taken."

Sequence you showings so that they do NOT keep getting better. Give your buyer the benefit of comparison shopping.



Some Extra Hints To Overcome Buyer Reluctance:

Play "The Price is Right", don't start showing your buyer homes until they start guessing appropriate prices. Let them get angry at a house that is already sold!

You might try a "reverse contract" on a buyer. When a buyer (or their agent) shows interest why not have the listing agent write an offer to that particular buyer?



Consider a Unique Value Proposition!
