

How to Market Your Real Estate Business

1. Invest In Networking

Surround yourself with referral partners who will actively support your business.



2. Reward Referrals

Your colleagues, partners, clients, and past clients should know you have a reward system in place.

3. Niche Down

Although it sounds counter-intuitive, be specific about the neighborhoods, homes, and people you work with.

4. Use Talk Triggers

Find ways to get people to talk about your business without having to invest heavily in marketing.

5. Host Events

Block parties, happy hours, educational seminars, and other events are a great way to deepen relationships.

6. Use Radio & Podcasts

Radio is an affordable and trustworthy marketing channel that helps you reach the masses.

7. Use Email Marketing

Email marketing is a powerful way to stay top-of-mind with everyone in your network.



8. Use Sponsorships

Stand out locally by looking for sponsorship opportunities that align with your values.



9. Enhance Your Website

Focus on SEO, UX, written content, and visual content to bolster your website's marketing performance.

10. Use Physical Marketing

Mailers, billboards, yard signs, and other mediums still have plenty of influence.

11. Leverage Social Media

Follow the latest social media strategies and techniques to optimize your ROI.



12. Track Your Performance

Things that get measured get improved, so track your performance across all marketing channels.

13. Ask For Reviews

Reviews are powerful social proof, so collect them from partners, clients, and colleagues.

14. Check Your Listings

Align your phone number, address, and email address across socials, Google, Zillow, and other platforms.