

CAPTIVATE REAL ESTATE

The Four Kinds of Agents
&
How Each Should Market Themselves

Which One Are You?

We spent the past few weeks interviewing top producing agents on their most effective marketing techniques.



Our initial intention was to finally settle the debate on real estate marketing and come up with the definitive area agents should be investing their time and money on.

Unfortunately, after dozens of hours on the phone only one thing is absolutely certain: the top agents focus their efforts in areas that fit their personal strengths. And so should you.

We've broken down four of the most common agent personas we encountered in our research and detailed the type of marketing that they find to be most effective.



The Face-to-Face Agent

This kind of agent feels like they really excel in situations where they find themselves belly to belly with their current and future clients. Odds are the idea of cold calling anyone is very unappealing to this kind of agent, preferring to take their time, and foster existing relationships into useful sources of referrals.

Marketing for Face-to-Face Agents:

- Sending meaningful gifts to past clients on a regular basis.
- Top notch listing marketing materials that their clients can be proud of (things like well designed single listing websites and 3D walkthroughs).
- Educational materials for their clients in order to ensure that they feel adequately prepared for the home buying (or selling) process. Expect Face-to-Face agents to have in depth buyer and seller consultation packets ready for each of their new clients.
- To truly excel as a Face-to-Face Agent, they need to ensure that they perform well for their clients during the transaction itself as well (no one refers agents they think did a poor job on their transaction), so often times these agents will invest in additional back office support as well.



The Outbound Agent

These agents are thrilled by the chase of new clients and go through huge numbers of leads to get there. They're energized by meeting new people and they have the uncanny ability to shake off a "no" and keep charging ahead. These agents tend to close a lot of houses after putting in a whole lot of work to get there.

Marketing for Outbound Agents:

- These agents focus on prospecting as their base with marketing functioning as more of an enhancement. Expect them to have a well formatted and up to date updated CRM.
- Outbound Agents find Zillow and other lead sources to be their best friends, often buying leads then working through a structured sales process to reach out and qualify each one.
- Outbound Agents in their most advanced form will often hire one or more sales reps in order to speed up the process of qualifying their leads.

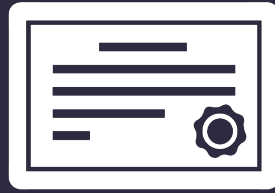


The Neighborhood Agent

Neighborhood agents know their farm like the back of their hand. Often times having grown up in a particular area they now represent, these agents focus on becoming the go to name in real estate for their territory. Their outbound marketing is narrowly focused, but if a listing comes on the market in their area, they have a good shot at winning it.

Marketing for Neighborhood Agents:

- Regular mailing to their farms (often including a little gift like a calendar or a notepad).
- Listing mailings for their farms. This isn't limited to announcing the agent's own listings anymore, as many agents will send out notifications for any new listing in their area, whether they represent the listing or not.
- Live community events. Neighborhood agents like to get their face out there and meet the people who call their farm home, often times through positive community building events like food drives.
- Having a specific and limited area of focus makes going door to door a reasonable way to further establish themselves in their farm.



The Specialist Agent

Real Estate Specialists will often focus on either particular types of real estate or transactions in order to draw in a very focused client base. This level of specialization is difficult to cultivate but it can pay dividends when partnered with a specific plan to establish themselves as area thought leaders.

Marketing for Specialist Agents:

- **Content Marketing.** In order to provide proof of their specialization, Real Estate Specialists produce large amounts of educational content focused on their specific area. Often times running their own blog or guest posting on prominent partner sites.
- **Workshops.** Buyers and sellers in need of real estate agents with specialties are often encountering issues with their transaction even before they reach out to an agent. Hosting a workshop is a great way for Specialists to both meet new potential clients, and provide value immediately.

Wrap-Up

Among other things...

The Face-to-Face Agent

invests in each transaction and past clients.

The Outbound Agent

works their way through large numbers of leads to find the perfect new clients.

The Neighborhood Agent

focuses their efforts on outbound that will keep them top-of-mind in their farms.

The Specialist Agent

produces content highlighting their specific expertise.

Though their tactics varied, each of these top producing agents had clearly taken the time necessary to fully formulate their own unique marketing plans. They worked through what would fit them best as an agent and then they worked to apply it consistently.

Those who made this research possible:

- [Jackie Gallanagh](#)
- [Peter Parker](#)
- [Brett Bynum](#)
- [Patric Carpenter](#)
- [Ryan M. Perkins](#)
- [Linda Elkin](#)
- [Deidre Joyner](#)
- [Serina Molina](#)
- [Kim Cole](#)
- [Brad Gill](#)
- [Sandy Kay](#)
- [Julie Wyss](#)
- [Paul Gallegos](#)
- [Martin Ku](#)
- [Larry Benedetto](#)
- [Sami Elabed & Anissa Burnley](#)
- [Julie Gardner](#)
- [Samit Shah](#)

Plus several others who donated their time but would like to remain anonymous.

Expect these results further explored in an upcoming [Inman.com](#) post soon.

CAPTIVATE

REAL ESTATE

We provide the back office support necessary to help good agents become great.

We work off of three beliefs:

- Home Buyers and Sellers who have an excellent real estate experience will have great relationships with their agents.
- Clients with great relationships will refer their agent to additional business. Referrals are the best source of leads.
- Referrals are the best source of leads for agents.

Captivate provides agents with guided assistance in order to ensure that their clients have exceptional experiences.

Learn about the future of real estate support at:
www.captivatere.com