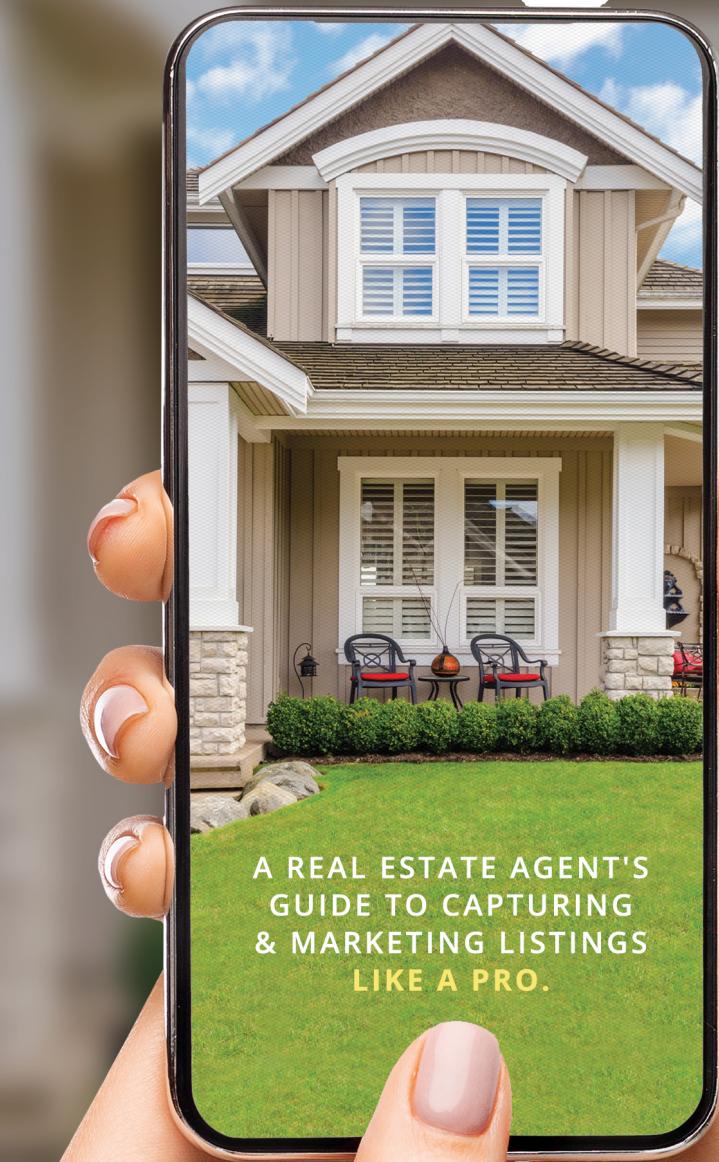


Listings. Listings. Listings!



courtesy of
elevate
by Elm Street

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Capturing Seller Leads

Are you interested in capturing seller leads for your real estate business?

This is a highly competitive market and can take a lot of time, money and effort if you aren't utilizing the right tools, or aren't in the right mind-set to beat out your competitors.

At Elevate, we believe in a comprehensive strategy to capture, secure & market in the seller lead space, because we know there's a LOT that goes into lead generation! By the way - we have an entire OTHER guide that digs into the art of lead generation, so download that here to keep the brain dump going:

TRYELEVATE.COM/LEADGENGUIDE.

Ok, let's take a quick look at all of the marketing channels & considerations you should be using to capture seller leads...

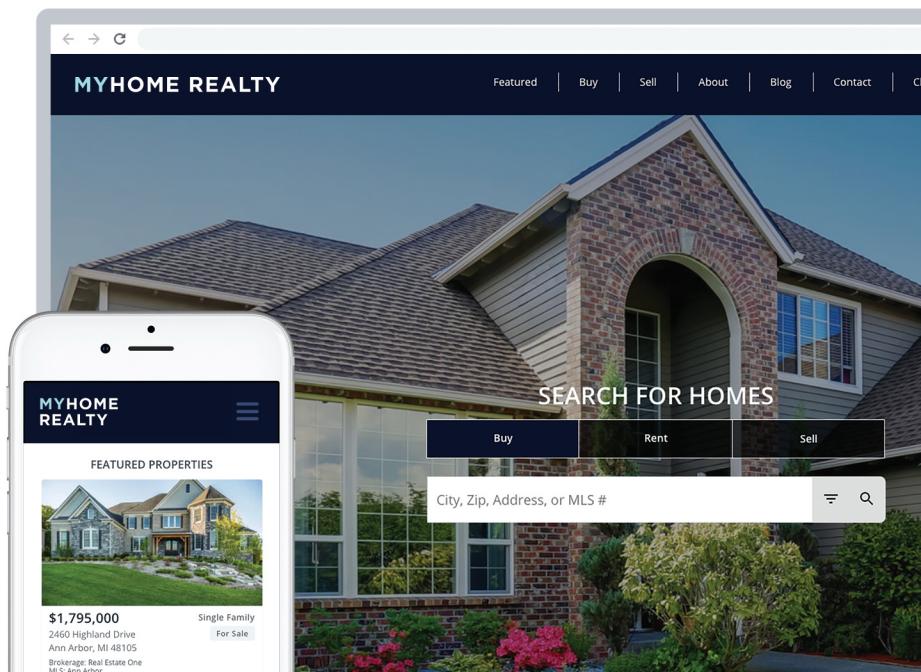
INVEST IN YOUR BRAND

If you want to pull in high-end clients, make sure your brand reflects that. If you want to cater to Veterans, make sure your brand reflects that. Whomever you want to cater to, make sure your brand reflects that. Logos, color schemes, fonts, taglines and slogans...they matter.

Positioning yourself against your key competitors takes thought. You get what you pay for. Invest to get the story right. It makes all of the other pieces of the story a lot easier.

A WEBSITE TO IMPRESS

Nothing will turn off an online lead faster than crappy website. Stop relying on big portals or your brokerage's freebies unless the look and feel truly represents your brand. Remember, you aren't just representing yourself...you are representing your seller, and they want their listing to look and feel its best.



DON'T FORGET LEAD GENERATION FORMS

OMG. How many websites miss the entire "I'm trying to capture leads" idea?! Don't be one of those! The entire objective of your website is to showcase your brand, search for properties of interest and make it SUPER EASY for people to raise their hand to connect with you. Help them!

John Smith

jsmith@email.com

SUBMIT

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by Elm Street

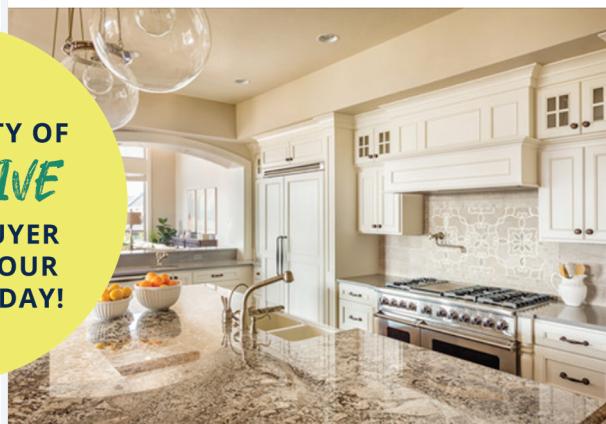
INVEST IN PPC (PAY-PER-CLICK)

Gone are the days where you can think you can't afford PPC or don't need it. Buck up and invest. Price points vary based on your market area and the number of leads you want to capture. Work with a reputable company and follow the processes they've put into place to nurture and convert. Honestly, there is no such thing as a bad lead...there's just bad processes and workflows.

CHECK
AVAILABILITY OF
EXCLUSIVE
SELLER / BUYER
LEADS IN YOUR
MARKET TODAY!

Real Estate Search
Sponsored (demo) ·

Looking to make a move? Search all Ann Arbor area home listings by all companies in one place. Large photos & maps. Updated daily directly from the local MLS.



MYHOMEREALTY.COM
Search all Ann Arbor Area Homes for Sale
Free, easy & accurate.

Learn More

GET SOCIAL

You do NOT have to be the King or Queen of Twitter, but you do need to have a social presence. Here's the fact...your prospects are most likely on social, and even if they aren't...they are expecting YOU to be because that's how you are going to help market their listings.

If it's not your wheel-house, then hire someone to help you. It's not an option, it's a necessity.



BE A RESOURCE

Use your marketing channels to offer service and value to your audience. Think along the lines of a home valuation page on your website, Instagram story polls asking "Do you want to move this year?", social and blog posts, etc.

Point them to your website or lead capture form to get their info. Give, give, give as much helpful information as you can. It'll come back to you ten-fold.

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STAND OUT WITH PRINT (YES, WE SAID PRINT)

The world went digital...and now we're overwhelmed with digital.
Want to stand out? Target your markets with gorgeous postcards,
door hangers, and luscious property flyers.

It shows that you INVEST in your clients.
And yes...we did use the word luscious above.

FOR SALE
JANE JOHNSON
555.555.1234

22325.BESTHOMEAR
TEXT: "2047"
TO: 79564

www.5047WDidionDrive.com

FOR MORE INFORMATION
ON THIS PROPERTY:
TEXT: "5047"
TO: 79564

Just
LISTED

USE A QUALITY CRM

If you're doing it right...you're going to have a stacked sales funnel. Collect, store, and track leads' progress through a CRM that makes sure that you can automate a myriad of tasks, processes, workflows and follow-up reminders. Don't allow your hard-earned leads to fall through the cracks. Get your strategy in order!

Securing the Listing

(AKA Nailing Your Listing Presentation!)

You've got a hot seller lead AND you've gained entry to present them with your listing presentation (either in person or virtually...either is good in today's environment).

PREPARING FOR THE LISTING PRESENTATION: WALK THE WALK, TALK THE TALK

How do you want to present yourself? Dress the part, speak to the audience, and be 100% prepared. Do your research on the client, the house, the neighborhood and the opportunity. Google search the seller and learn as much as you can about them. LinkedIn profile? Facebook page? Remember, first impressions matter and your prospect wants to feel a connection with you in one of the most important financial transactions of their life. End of story.

TIP: If you are virtually presenting, make sure you are on video. You want your prospect to see YOU. This increases the personal connection, even if you can't be sitting across from each other. Make sure you let your prospect know that the virtual meeting will be on video, although their participation on video is optional.

NOW...THE KILLER LISTING PRESENTATION

With a solid strategy and your professionalism in place, now you need to make your listing presentation stand out in a way that blows away your competition. Set yourself in a class above your competition so your sellers say to themselves, "I want an agent who will sell my home like THAT!".

Sellers want to know that you are saturating the market with their listing. Make sure you cover EVERY marketing channel to show how you will be focused on making their deal happen sooner than later.

TIPS FOR AN AMAZING LISTING PRESENTATION

Present your listing presentation in digital format, either on your laptop or tablet. Walk into the listing presentation meeting with a stunningly, gorgeous digital listing presentation.

TIP: If it makes sense, leave behind a printed version of the listing presentation as well.

MYHOME REALTY

Contact Sally Agent

Why Choose Sally Agent?

As a member of this community for 18 years, I know how to find what you are looking for or can find the perfect buyer for your home. Most important to me is providing excellent service to you.

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a Good Listing Presentation should Include...

SOLID PREPARATION

Analyze any information your lead provides before your pitch so you can focus on their needs first.

AN ENGAGING FIRST IMPRESSION

Introduce yourself (and company), your qualifications, value proposition, vision, & philosophy. Focus on what sets you apart from Joe Agent down the street!

RELEVANT INFORMATION

Include applicable local housing market data, along with comparable home sales from the previous year, and testimonials from recent happy clients.

YOUR VALUE PROPOSITION

Emphasize your specialties and what sets you apart from your competitors. Paint a picture of your marketing approach (strategies, channels, potential reach). How having tools like Elevate, eMerge, AgentMarketing, & VoicePad in your corner gives you the edge over your competitors.

A PROFESSIONAL PRESENCE

Dress like you've already made the sale. Maintain good posture and body language, using positivity and a bright smile throughout. Remember, you are selling your services, but more importantly you are selling a perception.

A STRONG CLOSING STATEMENT

Summarize and restate your value proposition & the key benefits of listing with you. Create a natural opening for questions, and leave your strongest testimonials up on the slide deck to remind your lead of the results you get for your clients. Before you leave, ask what questions/comments/concerns your prospect may have, address them, and discuss next steps.

YOUR "LEAVE BEHIND"

Leave behind a printed version of your listing presentation (you can have these printed through AgentMarketing at a minimal cost), business card, and any other collateral that makes sense.



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Build One Today!

TRY PUTTING TOGETHER A LISTING PRESENTATION
WITH THIS EASY-TO-USE BUILDER.

ALL YOU NEED IS A LISTING AND IT DOES THE WORK FOR YOU.
DOWNLOAD THE PRESENTATION FOR FREE WHEN IT'S DONE!

[CREATE A FREE LISTING PRESENTATION!](#)

← → C

MYHOME REALTY

Available Now



175
Main Street
Newport Beach, CA 92661

3 Bed 4 Bath 3,200 Sq.Ft.

Priced at \$950,000

Gallery Virtual Tour Maps More Info ▾ Brochure Contact

Marketing the Listing

(AKA Congrats on earning the listing, now...get to work!)

DESCRIPTIONS THAT POP!

The majority of your leads will discover your listings through online search (big portal, your IDX website, etc), so writing eye-catching descriptions in your MLS is crucial. Although you have limitations on the scope and length of your MLS descriptions, include the most notable features with descriptive listing copy. Focus not just on features, but the LIFESTYLE that the listing provides. Be sure to include photos that showcase the property's unique qualities and focus on non-traditional angles so your listing stands out. If the price point of the listing warrants it, invest in professional staging and photography (more on that below).

- It's good to get specific, even the smallest details can be of interest to buyers.
- Use storytelling to engage with, and relate to, your target audience.
- Keep your local market in mind & include references to local landmarks or places of interest.

PLEASE, PLEASE, PLEASE – NO TYPOS!

It only takes a few minutes to proofread your description to make sure there are no typos. Typos look unprofessional and are easily avoidable. Have a friend, family member, or co-worker give it a once-over.

LIVEN IT UP!

Get away from the old "This home has 3 bedrooms, 2 bathrooms with granite countertops in the kitchen..." Make the description thoughtful and evoke feelings from the reader. Have the seller give you some big milestones or memories they had from the home to add to the description. Think outside the box and have some fun with it.

TIP: Avoid putting your description in all capital letters. Studies have shown that when presented with large sections of all-caps text, people tend to skim or skip it altogether. Do you want prospects doing that to your property description? An occasional word in ALL CAPS to emphasize a pop-out point is ok!

Available Now

elevate
by Elm Street

715 Main Street
Aliso Viejo, California



Pictures that Capture Attention (& LEADS!)

(AKA Sing with us: "If a picture paints a 1,000 words...")

The images are what really sell the listing even before the prospect dives into the details of the description. If your listing photos are amateurish or just downright bad, the listing will suffer and it makes it harder to attract new seller leads. So what do you do? Read on...

HAVE HIGH STANDARDS

Compare your listing photos to others in the area. Are your pictures lacking? Step up the quality.

If you have hit your creative limit with your own photo-taking skills, it's time to...

HIRE A PROFESSIONAL!

If you are networking with other real estate-adjacent businesses in your area (which you should!) you will know of a photographer or two you can hire. Please don't rely on your niece who is "really passionate about photography", get someone who specializes in this kind of work, both your commission check and your clients will thank you for it.

PRACTICE BEFORE YOU SHOOT

But, if you're a DIY'er and want to do the images yourself, there are tons of video tutorials available online you can watch. Ultimately keep these best practices in mind:

- Use a wide-angle lens to capture more of the room.
- Use photo editing software to polish up the images before posting.
- Use lots of natural light when possible, don't rely on oversaturating an image to look brighter.
- Staging is absolutely crucial when taking listing photos. Buyers want to be able to envision themselves in the home, and crowded furniture or dated decor won't help.
- Do not fake anything. Don't fake views from windows. Don't fake the color of the grass (I've seen it, it's terrible). It is easy to spot and looks tacky.

STAGING!

We mentioned it above, but it bears mentioning again. Some homes are just gorgeous inside and out...beautiful landscaping, gorgeous decor, collectible artwork, etc. Most homes are not "picture perfect". Clean out the clutter, remove personal photos, and if needed, bring in your own furniture, plants, etc. or hire a professional stager.

Statistically, a well-staged home captures a higher price point.

Websites that Attract & Capture Leads

(AKA Secrets to getting found on Google!)

Having a professional-looking website is absolutely essential to your success as an agent. Don't rely on the brokerage-provided websites either, those are usually clunky, hard to personalize, and carry a risk that the leads coming in are not exclusive to you.

IDX FEED & LEAD CAPTURE FORMS

Your website MUST include an IDX feed where potential buyers can view listings, and potential sellers can see the quality of your listing marketing. Include Lead Capture forms for both buyers AND sellers, making it easy for people to express interest and connect with you. Remember, a website alone is great, but if you have no idea who is interested in those listings it's next to useless.

SINGLE PROPERTY WEBSITES

This can take several forms, but the most common (and effective) is the single property websites that provide high SEO and cater directly to the details an interested buyer wants to see. AgentMarketing has a [great article](#) with best practices for how to get the most out of them!

BLOG CONTENT

You can also create blog posts for each of your listings and open houses, and platforms like Elevate will even automate this for you whenever you add a new listing to your MLS (and also auto-generate a listing video to your YouTube channel...wow!). To get the most out of your listing on your blog, expand on the listing description, add in local community information such as proximity to stores, schools, highways, social experiences, community event websites, weather, history, landmarks - anything you want! This creates fresh, relevant content you can also link to from social media and is helpful in driving up SEO (you can learn more about that [HERE!](#))

NEED HELP WITH YOUR WEBSITE?

Using a service like Elevate or AgentMarketing that deliver professionally-designed websites for agents to showcase their listings makes life a million times easier. Whether you want just single property websites, or a full-blown website with blog, testimonials, branding, etc., these are professionals who can shoulder the workload that comes along with perfection, while automating the busy-work so you can focus on closing deals.

CONNECT WITH AN ELEVATE SUCCESS COACH TO SEE HOW YOU CAN IMPROVE YOUR WEB PRESENCE!

Available Now

654 Spice Street
Aliso Viejo, CA 92646

PRICED AT \$425,000

SCHEDULE A SHOWING

3 BED 2 BATH 2 GARAGE 1,500 SQ. FT. YEAR BUILT

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Showcase & Syndicate with Social Media

(AKA Social isn't going away, but you will if you don't embrace it!)

If your only web presence is a website, you are fighting a Google search battle that you will lose. Be sure to share your listings on social media channels like Facebook, Twitter, Instagram, YouTube, and LinkedIn to saturate your online presence.

AUTOMATE. AUTOMATE. AUTOMATE.

Face it, you're too busy to manage all of this manually, so use a platform like Elevate to fully automate your listings, virtual tours, open houses, and more across your social channels. Spend less time scheduling and more time closing!

CREATE VIRTUAL/VIDEO TOURS

If you aren't using virtual tours, then how did you survive 2020?! Video and virtual tours of listings are not only more engaging and drive higher conversions, but they are also easy to generate. Don't believe us? With Elevate the virtual tour is created for you automatically, then sent to your YouTube channel, blog, and social channels. If video tour is more your style, all that takes is a cell phone to record yourself walking through the listing, and the spiel you would normally give during a showing. Upload to YouTube & Facebook (or do it LIVE!) and you're set!

CONNECT WITH
AN ELEVATE
SUCCESS COACH
TO SEE HOW YOU
CAN IMPROVE YOUR
SOCIAL MEDIA
PRESENCE!



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Professionally Designed Print Collateral

(AKA Make sure you are using **EVERY** marketing channel!)

Think print / direct mail is old-school? Guess again! We know when something works, you don't try to fix it. These are the tried and true tactics for marketing a listing in real life (or, "IRL" as the hip youths call it)...

PROPERTY POSTCARDS

Automating this process is **HUGE** because physical mail is time consuming. Companies like AgentMarketing can do it for you, but be sure you are using a professional-looking template that is branded to you, has your contact information, and brief description for points of interest. And of course, beautiful images!

FLYERS

Include the important information, as well as several stand-out photos of the home. If you're using AgentMarketing include the text code for even more information and the link to the single property website. And for the love of all that is good, don't forget your contact information!

DOOR HANGERS

They're a useful part of a marketing strategy, but they need to be used...well...strategically. Place them with purpose. Listing a home in a neighborhood? Put out some door hangers letting neighbors know you would be happy to represent them as well. Will they be tossed? Possibly. Will they be seen? Absolutely.

YARD SIGNS & SIGN RIDERS

Don't forget the sign rider with your For Sale sign and make sure it has a text code on it so drive-bys can text for more information on the listing! Take it to a whole new level with a service like VoicePad where you can not only send listing details and photos, but also narrated virtual tours, all while collecting the lead data as they come through looking around at homes for sale. Talk about curbside lead gen!



CHECK OUT THE
 ELM STREET
VOICEPAD.
CURBSIDE LEAD
GENERATION
SOLUTION NOW!

DESIGN WITH THE BUYER AND FUTURE SELLERS IN MIND

Ultimately whatever you choose to use, it needs to be professional-looking, functional, and easy to replicate for other listings. You want folks who are thinking about selling to see your brand and WANT THAT for their listing too. AgentMarketing and Voicepad are who we recommend for automating a lot of these design and print services, plus you get access to an entire suite of tools that let you design to your heart's content... and their prices are great!

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by Elm Street

After the Sale

(AKA Pop the champagne,
but the work's NOT quite over yet!)

CAPTURE THAT TESTIMONIAL (AND SHARE EVERYWHERE!)

Hopefully your clients are happy with the services you provided, so capture that enthusiasm with either a written testimonial or video. We definitely recommend video because it's super easy for your online audience to consume and remember, video drives higher engagement. Here's how to capture that 5 star review...

STEP 1. ASK

Most clients are willing to give you feedback on their experience, but you have to reach out to them first. Then, it's important to ask open-ended questions that will prompt good responses. Some good starting questions might include:

- What made you choose me as your real estate agent?
- How impressed were you with...
(name something specific to the client)?
- How was I able to help you overcome...
(name a specific challenge the client had)?
- Would you recommend my real estate services
to friends, family, neighbors or coworkers?
What would you tell them?

STEP 2. SHARE, SHARE, SHARE!

Once you've captured that testimonial, it's time to share it with the world. Videos on Youtube and Facebook, print flyers that you distribute in your geo-farming area, your website, social channels - basically anywhere you can. It's powerful, lead generating content that is essentially free, so take advantage of the love!

ASK FOR REFERRALS

Again, the key here is to ask! Without asking you are missing an opportunity for great referral business. Also, referrals are some of the best free lead generation that historically has a much higher conversion rate. Just remember, a poorly designed website, bad photos on your other listings, and cheap-looking marketing materials can hurt your chances of getting referrals, so be sure to stay on top of your professional appearance and invest at a level that makes sense for your audience.

CONTINUE TO NURTURE THE RELATIONSHIP

We've touched on this a lot in our previous guides, but enough can't be said about the importance of nurturing leads through every layer of your sales funnel... from exposure all the way through to establishing loyalty after the transaction. This is easily accomplished with the right strategy and tools. Consider a system like Elevate that will automate newsletters, drip campaigns and auto-responders, anniversary and birthday emails, notifications about listings of interest, and more to help you stay top of mind, capture future referrals and nurture relationships.

FARM THAT NEIGHBORHOOD

After you have closed on a listing, spread the word across the neighborhood! We mentioned postcards before as a perfect opportunity to farm a community. Create and send an "Another One Sold in [COMMUNITY]" postcard with AgentMarketing, or offer a free CMA (Comparative Market Analysis) using Elevate.



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Tips, Tricks & Strategies from the PROS!

(AKA No need to re-create the real estate wheel!)



Double and triple-check for typos in your marketing materials and listing descriptions! It only takes a few minutes to proofread your website information to make sure there are no typos. Typos look unprofessional and are easily avoidable. Don't think you are a good proof-reader? Have a friend, family member or even co-worker lend an extra pair of eyes.

ERIN OLSEN

Support Manager | AgentMarketing



Keep your property description thoughtful and evoke feelings from the reader. Have the seller give you some big milestones or memories they had from the home to add to the description. Think outside the box with this one too and avoid the old "This home has 3 bedrooms, 2 bathrooms with granite countertops in the kitchen."

TARA ADAIR

Success Coach | AgentMarketing



Have AT LEAST 20 photos from different areas of the house. If you have 4 photos and they are all of the outside of the house, people are going to question what's wrong with the inside. Make sure to have photos of the outside of the house, all rooms, backyard and anything else you think might interest people and bring them in. Add captions to the photos to help tell a story. You want the viewer to feel "connected".

MATT LITCHLITER

Creative Director | Elevate



Create a marketing report that summarises home prices in the local area on a quarterly and yearly basis. This can be done in the form of a blog post and shared to your website and social channels. It's content that is local and provides consumer value...and SEO value!

KEVIN BLANK

Sr. Software Engineer | Elevate



As a new real estate agent, avoid using pre-made websites provided by the brokerage. I recommend trying out services like AgentMarketing or Elevate, which allows you to set up a personal website to start marketing your services right away, as well as manage all of your leads through the included CRM.

EMILY S.

UI / UX Developer | AgentMarketing



Invest in intelligent, exclusive lead generation. With inventory at historic lows, leads (especially seller leads) are highly competitive but very worthwhile. Take a tour of Elevate's exclusive buyer and seller lead programs that offer options for every budget.

BONDILYN JOLLY

Managing Partner | 3sixtyfive.agency



Consider your audiences. Segment and break them down and filter to different areas on your site or different landing pages to target their specific needs and interests (i.e. retirement age, first-home buyers, lake-front properties etc.). Focus on how you best service each of your audience segments.

HILARY HILARIO

Customer Support Specialist | AgentMarketing



Don't forget print marketing before AND after the transaction! Print flyers, yard signs and sign riders with text and QR codes make it super easy for prospects to engage with a listing, plus this service makes you more attractive during the listing presentation.

Follow-up a sale by farming the neighborhood with postcards.

STEPHANIE TOVAR

Print Shop Coordinator | AgentMarketing



Did you know YouTube is the internet's 2nd biggest search engine? When people are looking to move to a new city they immediately start looking for local guides and virtual tours. Post your walk-throughs, virtual tours, "about town" guides, and new buyer / seller tips videos on your YouTube channel.

ERIN OLSEN

Support Manager | AgentMarketing



Basically everyone is on social media, so share listings there with Facebook, YouTube and Instagram being a priority. Give the property website links to your sellers so that they can post to their social media accounts as well. Try creating Facebook Ads for the home, or even just for any open house you have. It's pretty inexpensive and not as hard as you may think.

JORDAN COLLINS

Social Media Marketing Manager | Elevate



Create a blog for the property. This allows you another avenue to advertise the listing and drives SEO value. With a blog, make sure it isn't the same information that is on the single property website because then Google dumps it as duplicate content. Add some photos of the home and think outside the box. Your blog allows you to expand on the property description and the local community, which your MLS listing may not support.

AARON GUTEKUNST

Content Marketing Developer | Elevate

Special Offers just for you...

(AKA Because we LOVE helping agents succeed!)

20% OFF YOUR 1ST PRINT ORDER AT



Get a jump start on the creative strategies and designs we covered in this guide by going to AgentMarketing and taking advantage of their special **20% OFF YOUR 1ST PRINT ORDER!**

[CONNECT WITH US](#)

FREE SOCIAL MEDIA AND WEBSITE AUDIT

Spend 15-minutes with an Elevate Success Coach to take a look at how your website and social channels are performing, what's working, and what can be improved.

[SCHEDULE YOUR AUDIT](#)

CHECK AVAILABILITY OF SELLER LEADS IN YOUR MARKET

Seller leads are in high demand, but Elevate is here to help.

Connect with a Coach today to secure your exclusive leads today.

[CHECK AVAILABILITY](#)

TAKE A TOUR OF ELEVATE CRM & IT'S AUTOMATED MARKETING

Explore all of the marketing products available for you bundled into ONE singular, easy-to-use solution: IDX Website, Blogs (with Content), Social Media Marketing, Email and Text Campaigns, Lead Generation, an Advanced CRM, and more.

[SCHEDULE A TOUR](#)

RECEIVE FREE DAILY MARKETING TIPS TO YOUR INBOX

Receive daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency.

[SUBSCRIBE TODAY](#)

The logo for elevate features the word "elevate" in a red, lowercase, sans-serif font with a black triangle pointing upwards integrated into the letter "e". Below it, the text "by Elm Street" is written in a smaller, grey font.