

Real Estate Lead Targeting

::: A Blueprint for Agents :::



From your friends at
zurple

Lead Targeting Blueprint Explanation

::: Understand Your Buyers & Sellers :::

Use the questions on the following slides to help you develop buyer or seller profiles.

Profiles are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest profiles are based on market research in conjunction with insights you gather from your actual customer base. You could have as few as one or two profiles, or as many as ten or twenty. Start with a broad profile and target individual subsets or niche groups as desired to strengthen your marketing approach.

..... Section 1: Who?

... Background ...

- Job?
(common jobs or popular industries in your area)
- Family?
(average % of households with children, average # of children per family)

... Identifiers ...

- Communication preferences?
(based on personal experience with this specific demographic – phone, email, text, social media, other)

... Demographics ...

- Male or female?
(% of population, male vs. female)
- Age?
(age range for target buyer or seller)
- Income?
(average income for age range of target buyer / seller in your area)
- Location?
(cities or zip codes you're targeting)

..... Section 2: What?

... Goals ...

- Primary goal?
(ex: buying a house or selling a house in *your city*)
- Secondary goal?
(ex: getting the best price. Use your experience for the goal questions)

... Challenges ...

- Primary challenge?
(ex: low inventory, high demand)
- Secondary challenge?
(ex: 1st time buyer or seller)

... What can I do ...

- ...to help achieve their goals?
(ex: provide my expertise, set proper expectations and offer market analysis)
- ...to help overcome their challenges?
(help them be competitive in tough buyers market, leverage my negotiating skills)

..... Section 3: Why?

... Common Objections ...

- Why wouldn't someone buy your product or service?
(if you get turned down or a prospect goes with another agent, try to get to the bottom of *why* they chose someone else. Identifying motive can help you better cater to your prospects expectations)

... Real Quotes ...

- ... about goals?
(fill this out when working with a client to notate their thoughts and feelings in their own words)
- ...about challenges?
(fill this out when working with a client to notate their thoughts and feelings in their own words)

..... Section 4: How?

... Marketing Messaging ...

- Based on your insights, write down some ideas on how to describe your service to prospects in a way that will be beneficial to them (brainstorm here)

... Elevator Pitch ...

- Sell your solution!
(based on the insights you've collected, write down a 30 seconds or less pitch that would sell your target lead on your services)