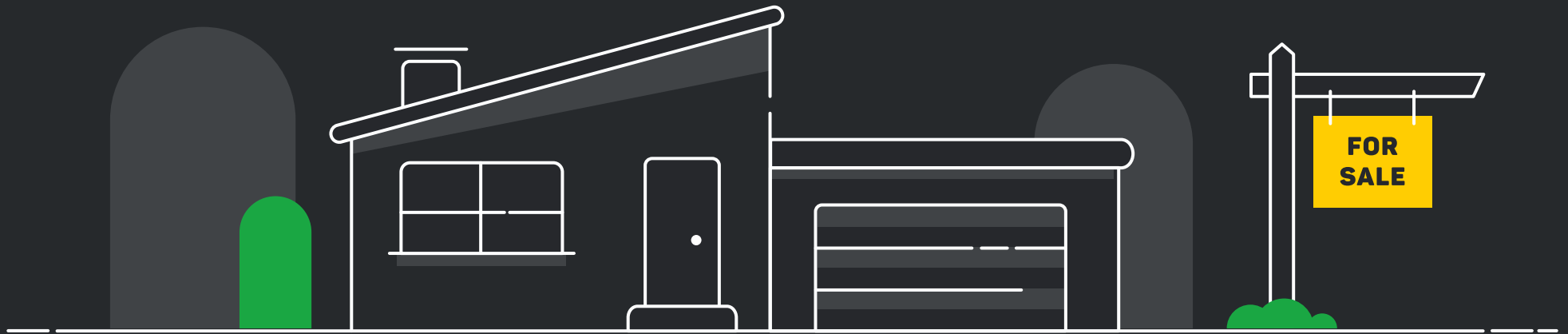


pipedrive



THE COMPLETE GUIDE TO REAL ESTATE SALES

CONTENTS

An Overview of The Real Estate Sales Process	4
Setting Up Your Real Estate CRM System	16
How to Manage Common Real Estate Tasks	20
Generating New Real Estate Prospects	29
Conclusion	36

When it comes to Real Estate Sales, **process is king**. Real estate agents rely heavily on repeat business, but too often a disorganized process leads to missed opportunities. Every interaction is valuable to an agent's success.

There are dozens of steps involved. Real estate agents need to:

- Prepare, stage, promote and price a seller's home
- Conduct a comparative market analysis
- Negotiate like a master
- Close the sale

CRM tools allow realtors to move clients through the sales funnel in a methodized way. They help agents stay on top of high communication volume, automate processes, boost relationships and quickly identify materials in one consolidated place.

In this guide we cover:

- ✓ **How to get your listing set up**
- ✓ **How to price a seller's home**
- ✓ **How to conduct a foolproof comparative market analysis**
- ✓ **How to negotiate like a boss**
- ✓ **How to close a sale**
- ✓ **How to set up your real estate CRM**

AN OVERVIEW OF THE REAL ESTATE SALES PROCESS

Setting up an efficient real estate process can be tedious. But, as the market is saturated with potential leads in need of a realtor's help, the effort can reap massive rewards.

In 2017,

89%

of people selling their home used a real estate agent.

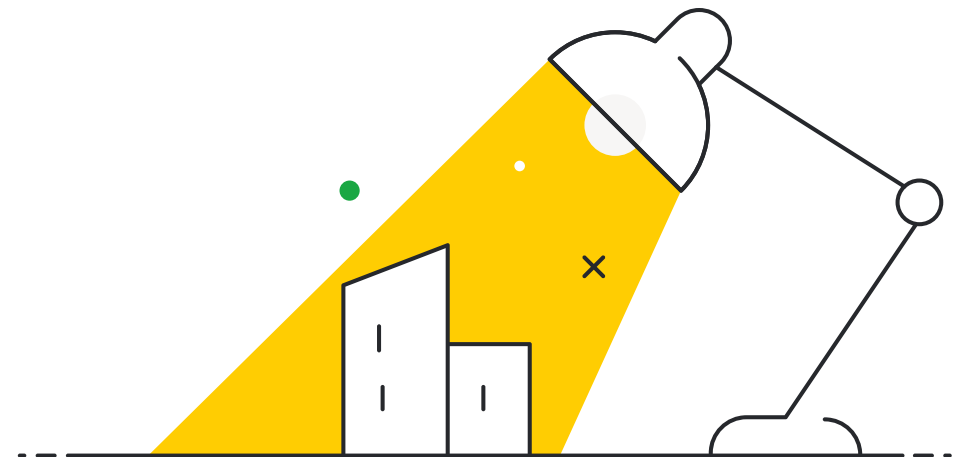
However,

33%

of them wouldn't use the same realtor ever again.

This tells us that, somewhere down the line, the real estate agent lost their way and lost a good chance for repeat business.

In this chapter, we're going to look at the real estate process from listing to selling by showing you how to prepare your listings, decide on price and negotiate sales.



Source: [National Association of REALTORS](#)

Getting your listing set up

Getting your sales listing set up is easier if you break it down into three areas:

1. What to prepare
2. How to stage
3. How to promote it

Prepare

Just like any sales relationship: the stronger it is, the more chance you have of achieving your goals. Start by asking sellers about their property, motivations for selling it and what they hope to get out of the experience.

Not only will getting to know your seller strengthen the relationship, but you'll gain a sense of urgency for when they expect to sell their property.

Ask the seller during your first meeting what their financial expectations are.

- Request records like tax, title and insurance
- If there are any skeletons in the closet about the property like unpaid tax, now is the time to find out
- Avoid all surprises that are likely to occur at the end of a sale

For example, if the seller's property has a claim on it, it will need settling before any buyers can secure the property. Similarly, if there are title disputes that the seller hasn't disclosed, now is the time they must be upfront.

Once the seller's title, tax and insurance paperwork checks out, you can move on to getting the property on the market.

Stage

With a strong seller relationship secured, it's time to get the property looking great. The best way to do this is to encourage them to stage their property correctly.

This doesn't just benefit you as a realtor, but the seller too. Staging makes it easier for a buyer to visualize the property as their future home, and it also sells the property faster.

77%

of buyers find staged homes easier to visualize as their own.

On average, staged homes spend

86%

less time on the market than unstaged homes.

But if you break it down into a dollar figure, it could [cost your seller thousands of dollars](#) by not following your advice. The longer their home sits on the market, the longer they need to keep paying their carrying costs.

Source: National Association of REALTORS

Source: [Real Estate Staging Association](#)

Let's say your seller's mortgage is \$3,000 a month and they have \$1,000 in direct expenses. Each month, your seller is paying \$4,000 in monthly costs.



Seller's mortgage:
\$3,000



Direct expenses:
\$1,000



Monthly costs:
\$4,000

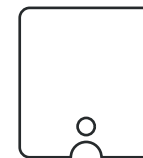
If the average unstaged home sits on the market for 132 days and we round up to five months of expenses, we can calculate how much your seller pays while their home sits unsold:

$$\mathbf{\$4,000 \times 5 \text{ months} = \$20,000 \text{ in expenses}}$$

Knowing the average staged home sits on the market for only 18 days, If your seller stages their home first, that cuts the average time on the market by 114 days, or approximately 4 months.



5 months:
\$20,000 in expenses



1 month:
\$4,000 in expenses



Total saved by staging first:
\$16,000

Promote

Once the property is looking top-notch and it's been photographed, it's time to release it to the public.

Focus on digital channels to promote your seller's properties. A tried-and-tested approach is using the [Multiple Listing Service \(MLS\)](#).

Use MLS as a foundation for your promotion plan. Plugging the property on your agency's website will be your next move, before moving on to using social media to spread the word.

Here's a basic checklist of promotional activity for each property:

- **Local Multiple Listing Service (MLS)**
- **Landing page on your real estate agency's website:** Complete with staging photos, your contact information and a call-to-action (i.e. book a viewing)
- **Social media sites:** Including, but not limited to, your agency's Facebook, Instagram, Twitter, Pinterest and LinkedIn accounts
- **A custom post on your agency's blog promoting the property:** Complete with a rundown of the property's top features and fittings, staging photos, your contact information and a call-to-action (i.e. book a viewing)
- **Traditional mail outs:** These can simply be a hard copy of your landing page you've built for the property. Traditional mailers can be used to entice buyers who aren't using the internet

Pricing a seller's home

Pricing is one of the most important parts of your real estate process. Instead of pricing a home at what the seller wants (which violates the [code of ethics](#)), you must price each property using your experience, overall understanding of the market and comparable sales.

When a home is priced too low

- Your seller loses out on money
- The public may take this as a sign that there are issues with the property
- It can impact the level of interest around purchasing a property

When a home is priced too high

- It will alienate buyers who simply can't afford it
- The public will be deterred if the price is significantly higher than similar homes nearby
- Your seller may need to drastically push down the price to get showings



How to conduct a foolproof comparative market analysis





The only way to decide on the right price for a property is to do a comparative market analysis.

There are many aspects to consider when conducting a comparative market analysis on your seller's property. Start with the obvious aspects:

- The price of other properties in the same neighborhood that have recently sold and are similar in size and features
- Any improvements or upgrades your seller has made to the property
- Features that fetch more at an auction like a swimming pool or a lot of yard space
- How much are other homes on the market being priced at per square foot?
- What is the market that you're selling the property in like? Is it a balanced market, based on sellers and buyers?

To get an accurate price for your seller, dig deeper than just the basics. Looking at other listings in the area should be your first step.

Break these down into four areas:

-  Listings that are active
-  Listings that are pending
-  Listings that have sold
-  Listings that have been withdrawn

Only once you've conducted all the necessary research into a property will you be able to build a report for your seller.

Setting up an open house

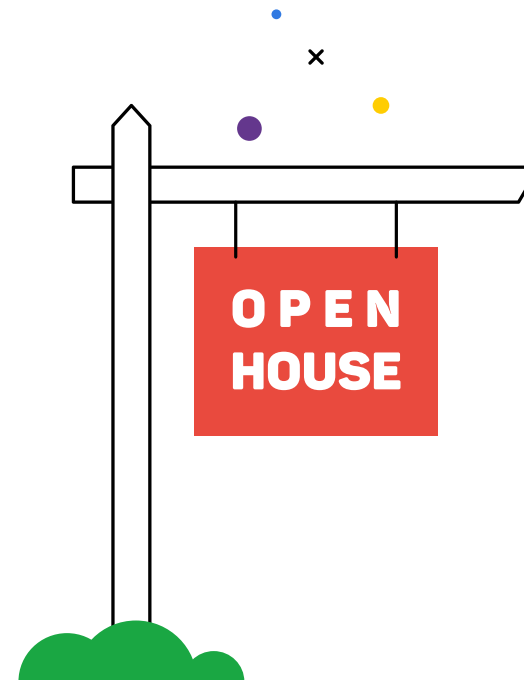
You should have a solid list of interested buyers from your promotional campaign. You'll learn more about how to effectively generate buyers in chapter 4.

During the open house, it is your mission to seek out potential buyers who express a keen interest in the property.

Have a notepad on hand and write down anything they mention:

- Their partner
- Their interest in a sport
- Their children and/or pets
- Their ideal property location
- What they like about the seller's property

This will help you not only gauge how likely they are to become a serious buyer, but also give you the ammunition to follow up with them in a more meaningful way.

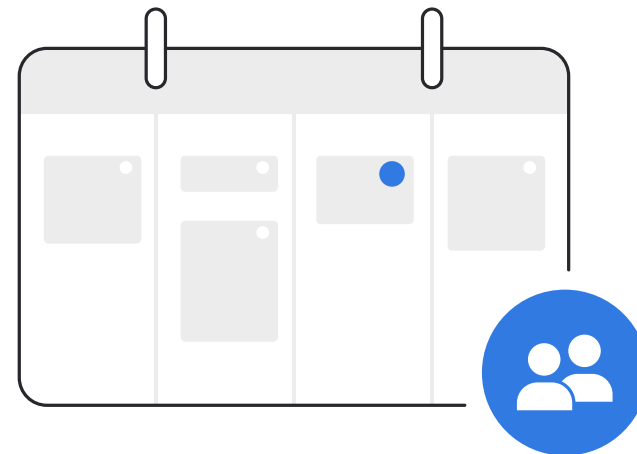


Follow up with potential buyers to set up private viewings

Get in touch with any potential buyers you contacted during the open house and, using the information collected, send them a customized invite for a private viewing.

Arranging private viewings allows the potential buyers to:

- ✓ Picture themselves living in the home without a crowd
- ✓ Feel important and that, as an agent, you've gone the extra mile to show them around
- ✓ Ask any questions they've thought of since the open house
- ✓ Feel more comfortable with the idea of putting money down because trust is being built in a more intimate setting



Negotiate the sale

Your goal here is to get a property's price and terms agreed upon as quickly as possible without rushing either party.

In an ideal world, prospects would simply agree to pay the asking price. However, if there are several buyers interested in your seller's property, you'll need to compare the offers. Look out for:

- Whether they've agreed to pay the requested price
- If the potential buyer has passed financing pre-approvals
- What date they've requested as an occupancy date/closing date
- If the potential buyer has provided a list of items they want to be handled before they agree to the deal (repairs, pest inspection, etc.)

Before considering potential buyers, you need to make sure they're qualified:

- 1. Qualify the potential buyer:** Make sure your buyer is pre-approved for a mortgage. It's only during the pre-approval phase that a buyer's credit report, employment and income will be verified.
- 2. Go with your seller to the home appraisal:** An appraiser doesn't know the property like you or your seller does. It's crucial you are there to answer any questions they have and clarify anything they're unsure about.

Close the sale

The final step involves a final inspection, providing the buyer with the necessary paperwork and taking the property off the market. The process typically looks like this:



Schedule a final inspection: [Real estate laws require](#) that you (as the agent) and your client (the seller) provide the buyer with full-disclosure about anything that's faulty at the property. If your seller doesn't comply, they'll be liable for any defect, so make sure you keep the buyer in the loop.



Handle the final negotiation for your seller: It's up to you as a real estate agent to handle the final negotiation for your seller after the property inspection. Usually, the buyer will have their own agent that you'll be negotiating with, but you could be negotiating with the buyer directly.



Sign the papers and hand over any necessary documents: The next part of the process: signing the purchase agreement. A foolproof purchase agreement will outline any payments and credits that are owed to your seller and any payments that are due from the buyer.

Make sure you include a breakdown of all costs in the purchase agreement. This includes title and tax searches, adjustments (if they were necessary) and prepaid taxes.

The buyer's agent will draw up a formal contract. Take the time to explain everything to your seller and review it with them before they sign it on their end.

Once all of the documents are handed over and all the paperwork is signed, the very last step for you as a real estate agent is to remove property from the market. Take it down from MLS, your website and stop any paid ads you've been running.

The deal is done!



SETTING UP YOUR REAL ESTATE CRM SYSTEM

A [Real Estate CRM](#) is a realtor's secret weapon when it comes to closing deals. It's a tool that allows top-performing realtors to stay organized, move tenants and prospective buyers down their sales funnel and, most importantly, close sales on properties.

What is a real estate CRM?

CRMs allow you to interact with leads, prospects and current customers from a single platform. It keeps all the information about customers on file (buying history, communication, email trails, etc.) so realtors can keep on top of relationships, improve customer retention and build their bottom line.

Think about your daily tasks as a realtor. You're juggling meetings, property proposals, emails, payments, open houses; the list is endless. [CRM systems](#) are built to collect all the data you need, which helps you manage customer relationships and analyze overall performance.

Agents who learn to harness the power of real estate CRM solutions can expand their network and sphere of influence dramatically and, along with it, their conversions.



Why should I use a real estate CRM?

Realtors who use a CRM are

26.2%

more productive than agents who don't

CRMs help realtors manage day-to-day tasks and issues (and eliminate them). For example, a good CRM platform will help:

- ✓ Agents who have to juggle high volumes of information all at once
- ✓ Clients and landlords who want immediate responses to their queries
- ✓ Agents who are on the go and need a cloud-based software solution
- ✓ Agents who wish to keep in contact with former clients to boost relationships
- ✓ Agents who need to quickly identify what is working and what is not without mulling over Excel spreadsheets

Source: [Real Trends](#)

CRM software can give real estate managers a way to keep track of where they are at with everyone they come into contact with on a day to day basis. To maximize your relationships, you must check-in frequently.

You need the right information, at the right time, at your fingertips.

What are the benefits of using a real estate CRM?

Many realtors turn to CRM software to help boost company growth and for the features it offers.

51%

of real estate agents say 'Improve efficiency/organizing' its the top factor when evaluating Real Estate CRM Software.

But the wins go beyond just improving efficiency and saving time. Three of the top benefits of using CRM are:

- 1. Smarter reporting:** With so many sales variables, like commissions and selling fees, keeping costs in check can be a nightmare. CRMs are ideal for smarter reporting in these areas. The software automatically creates clear, precise reports and dashboards that make this information easy to comprehend.

- 2. Segment leads with ease:** Managing where a lead lands in your sales funnel, and what list they belong to is up to you. You can choose whether you want to segment a prospect by their budget, their timeline or even their zip code.
- 3. Follow-up on autopilot:** Following up with potential house buyers or tenants is super important, but it also takes up a good chunk of any realtors day. A good CRM will allow you to automate your [follow-up emails](#) using templates that you've pre-made, so you can keep your own tone and style.

Source: [Real Estate Report 2014, Software Advice](#)

How do I choose the best real estate CRM?

In real estate, every minute matters. The last thing you have time for is wrestling with technology. Fortunately, some CRMs (like Pipedrive) are built for businesses of all sizes and will help you organize all aspects of the real estate sales process, including contact management and [lead tracking](#).

A CRM doesn't just give you the tools to handle incoming deals. It takes care of them for you. Here are a few ways it does that:

- Bulk email validation
- Automatic notifications as leads move through the deal cycle
- Advanced reporting that includes the number of opportunities currently available are all part of the package

Building complex marketing campaigns is time-consuming, but to save costs you need to find a way to do it yourself. Using a real estate CRM, you can set up user-triggered emails and text messages, as well as drip email campaigns and autoresponders.

This is handy for realtors who wish to customize their marketing efforts and get rid of repetitive tasks. With automated marketing activity, it frees up a realtors time to close more sales.

HOW TO MANAGE COMMON REAL ESTATE TASKS

Think of effective task management as a virtual to-do list and a personal assistant rolled into one.

Let's dive into why real estate task management is so important, and how it can benefit you in your own agency.

Typical Real Estate tasks to automate and manage

While there isn't a typical day in real estate, there are many tasks an agent must be on top of. Many tasks focus on bringing money into your agency; others are simply a matter of basic administration.

Administrative tasks that every realtor must handle include:

- ✓ Data entry
- ✓ Building up and managing client databases
- ✓ Setting up meetings, open houses and appraisals with prospects
- ✓ Completing, submitting and filing real estate documents, agreements and lease records
- ✓ Building weekly, monthly and quarterly budgets for the real estate agency
- ✓ Researching and compiling comparative market analysis reports for prospect's properties
- ✓ Responding to emails and phone calls
- ✓ Updating the agency's websites and social media profiles

Realtors must also actively prospect and find new clients.

Here's what a real estate sales funnel might look like:

- 1. Plan:** Create engaging branded content and blast it to defined targets across several digital channels to draw potential customers to your brand
- 2. Reach:** Use SEO, blogs, social networks and the local community to cast a wide net and generate interest
- 3. Act:** Create regular content (i.e. blog posts, social media posts, targeted emails) and actively promote your website to stay relevant and build trust with qualified leads and prospects
- 4. Engage:** Capitalize on interest by starting a conversation and building trust
- 5. Convert:** Continue to build loyalty with intentional follow-ups that deepen the relationship—eventually leading towards a sale

It's likely your leads will also come from traditional channels like word-of-mouth, business associates and recommendations from other prospects.

If you begin to see a constant flow of new leads from all your hard work, the best way to manage them is to automate as much of the process as possible.

Utilize web pages, content and landing pages that serve your buyers and sellers. Your goal is to take customers from the first touch-point to a conversion (e.g. filling out a form).

For example, if a buyer or seller clicks “find out more” on your webpage, that can trigger an automatic email-send with helpful information. Or, if they click “subscribe to newsletter” they become automatically subscribed to your pre-scheduled newsletter.

The benefits of real estate task management

As a realtor, you might be capable of managing your own to-do list. But are other realtors in your agency keeping on top of all their tasks and staying on track?

The benefits of real estate task management go beyond just saving time. Staying organized can relieve stress and increase productivity among your peers and employees (if you run the agency yourself).

If you're juggling data entry, lead generation and scheduling open houses on a number of different platforms, chances are, you're going to feel stressed. Bringing all your required tasks onto one platform and managing them effectively can make your entire role as a realtor more organized:



Lead generation and nurturing: Having a system in place to follow up with a lead in a timely manner can make or break a deal. Realtors must nurture leads into prospects quickly, and provide them with an end-to-end sales experience.



Handling meetings and tours: Regular meetings give realtors the chance to share their new listings, update other agents on price reductions and discuss buyer needs. Not to mention help your agency's realtors line up buyers and sellers.



Organize mundane tasks: Using a task management tool helps manage yawn-worthy tasks involved like data input. And as many tools work on the cloud, it means you'll be able to stay on top of things even when you're away from the office.

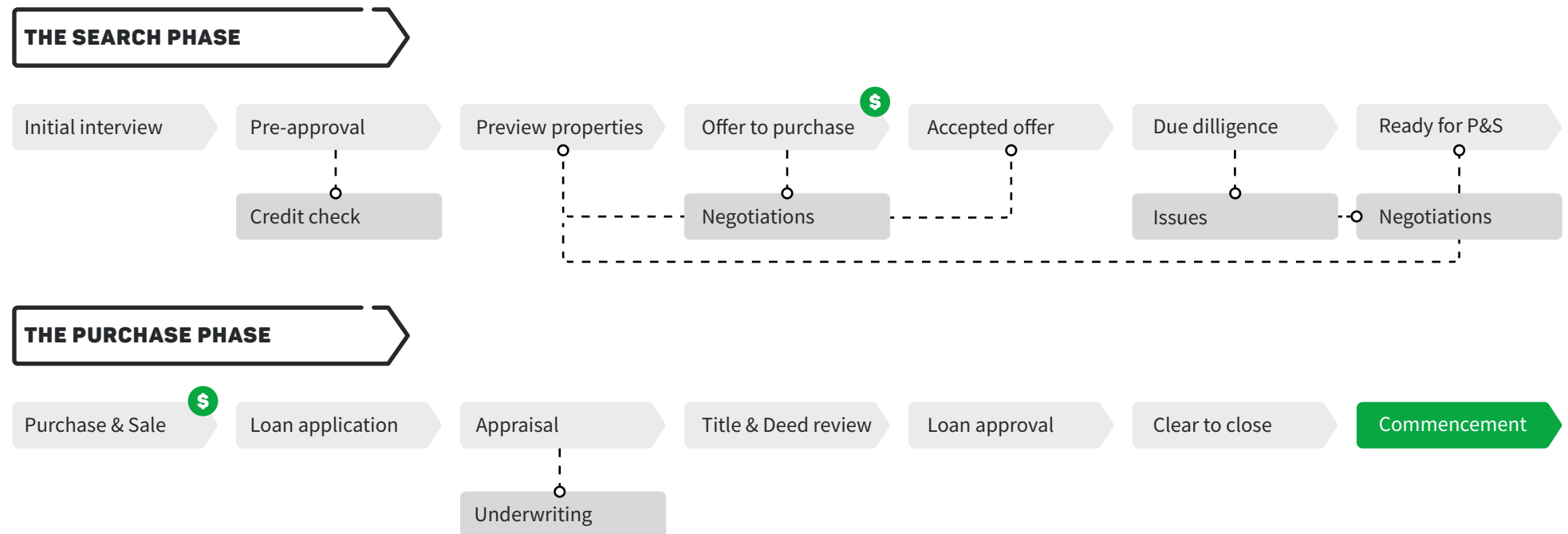


Keep your accreditation in check: While it's not on everybody's daily task list, realtors are required to maintain education credits to keep an active license. Many realtors who wish to keep climbing the ranks in their office must study additional certifications to improve their credentials and marketability in the industry.

A typical task management setup

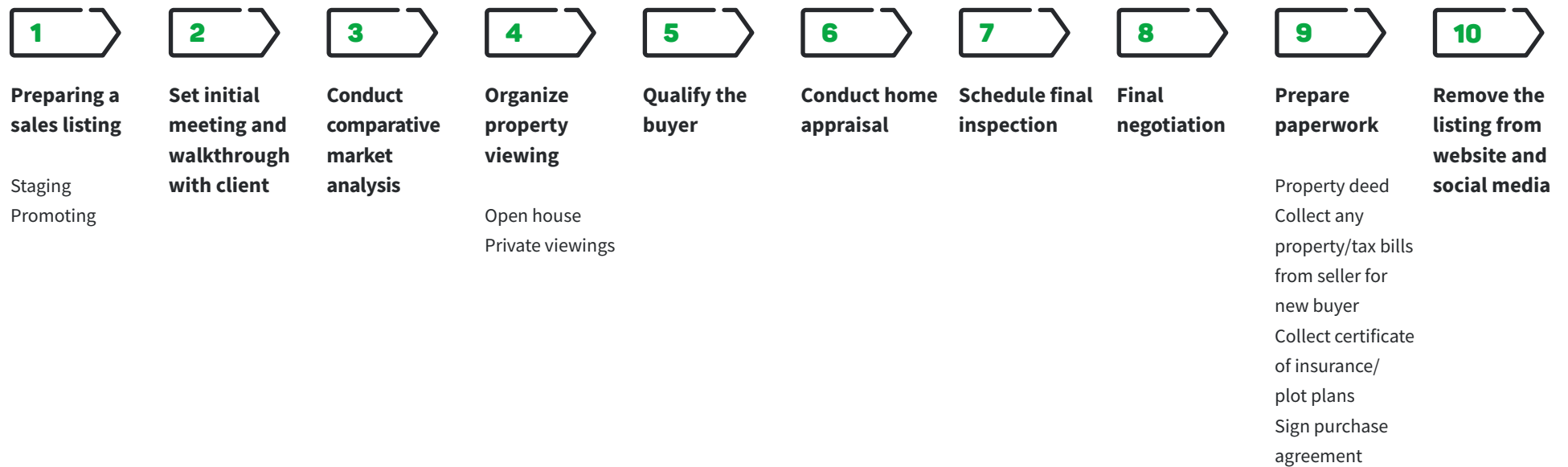
Setting up a task management system will depend on your agency model, but each real estate purchase or sale follows roughly the same formula.

Clients must be pre-approved and you'll need to promote the property and close the deal. Split up into two phases, the search and purchase phase of buying a property looks like this:

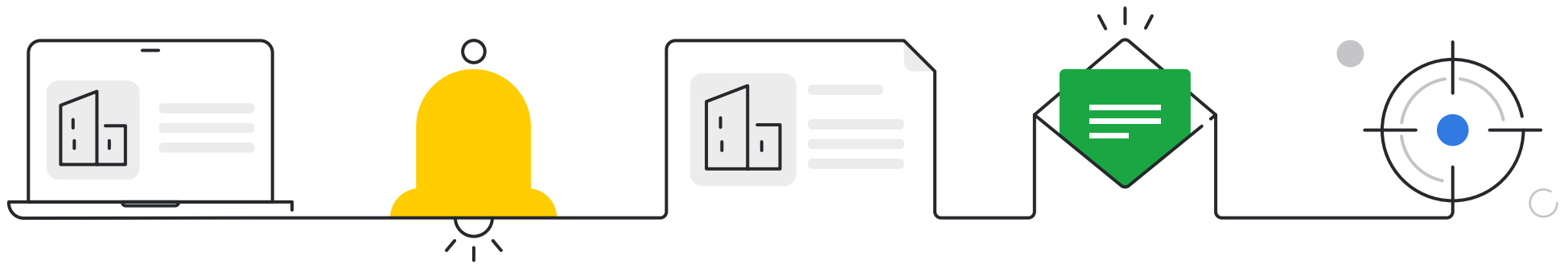


Source: [Boston Real Estate](#)

Taking into account everything you need to handle to close a sale, a task management setup might follow these steps:



On the other hand, a task management set up to build an online funnel will look completely different:



1. Create a landing page for the property

2. Create a popup to encourage leads to subscribe to your agency's newsletter

3. Create a newsletter to send to that specific segment of leads

4. When a lead engages with the landing page, automate an email to be sent to the necessary members of the agency involved in the sale

5. Create a remarketing campaign for the property on Facebook for people that have interacted with the landing page

Setting up a property sale from scratch

Adding a property to your CRM is a bit of upfront work that will save you heaps of time down the line. If you spend time setting up each property from scratch before you get deep into selling, you'll have a chance to nurture leads in a way that leads to a faster sale.

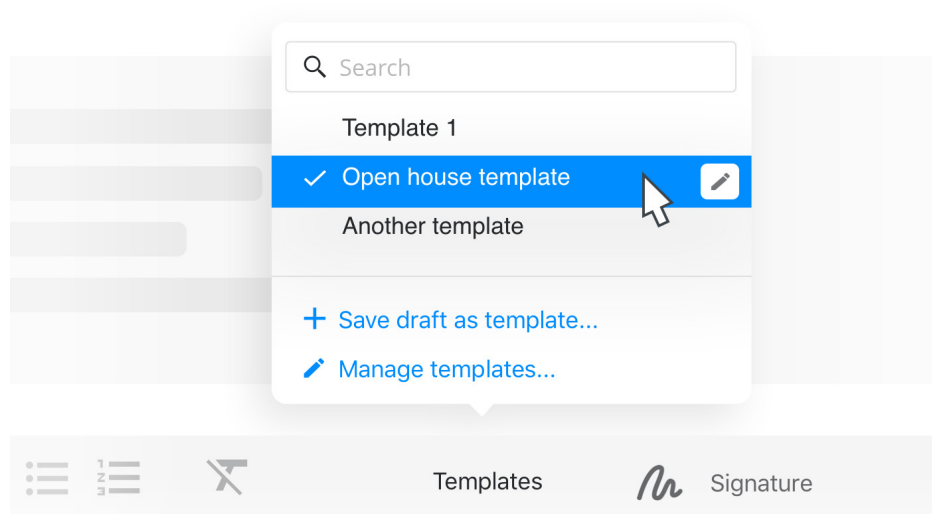
Let's go through the process step by step:

1. Add the seller as a client on your CRM
2. Create a custom form by entering details like when your client wants their house sold by
3. Build your online sales funnel via a custom webform to pull lead data into your CRM
4. Set up alerts for whenever a lead makes contact and fills in your webform
5. Create automated follow-ups to these leads, or follow up manually if you prefer
6. Add any documents to the property deal in your dashboard so they're all kept in one place—this will help with comparative market analysis when you're ready
7. Organize any files from your seller, such as copies of property deeds and tax bills, in the same place—this will make the sale more organized when the deal is ready to close

Use task management to take the pain out of open houses

Remember that online sales funnel you built earlier? Well, this is where task management really starts to shine.

Leads that are collected automatically will be segmented into the property deal inside your CRM. To send out invites, just open up the house you're selling, click the list and send out invites to the open house using a pre-built template:



Close your deals strong and stay on track

Final inspections and negotiations are crucial parts of closing a property deal. Having a visual overview of where a deal is at in your pipeline, and what tasks you need to complete before you can sign off on it, can help you stay on track:

\$11,195,500 · 6 deals					
Lead In	Contact Made	Property Valued	On the Market	Negotiations Started	Sale closed
\$135,500 · 1 deal	\$400,000 · 1 deal	\$10,000,000 · 1 deal	\$245,000 · 1 deal	\$200,000 · 1 deal	\$215,000 · 1 deal
Bag End The Shire Properties \$135,500	221B Baker Street Sherlock Holmes \$400,000	Stark Tower Stark Industries \$10,000,000	Marlinspike Hall Sue Casa Properties \$245,000	Fawty Towers Basil Fawty Inc. \$200,000	1600 Pennsylvania Avenue Broadway Brothers \$215,000

If your agency uses a purchase agreement template, you can set your CRM or task management system to add it to a deal when it reaches a certain point, such as the “After Sale paperwork” stage above.

As you can see, effective task management requires strong planning and the technology to automate repetitive tasks. Start by mapping out your processes, then use technology to automate as much as possible.

GENERATING NEW REAL ESTATE PROSPECTS

Prospecting in the world of real estate means getting creative. Door knocking, creative social media campaigns and content are all viable methods of sharpening your real estate prospecting chops for great results.

But first, you need a prospecting plan. In this chapter, you'll discover several prospecting techniques that you can experiment with right away.

Make prospecting part of your realtor routine

The only way a realtor can be successful at prospecting is to prioritize it on their daily and weekly calendar.

Your lead generation strategy should always be a priority for your time. After all, neglecting it can lead to an empty pipeline and an empty bottom line. Which is why being organized and having a prospecting plan is crucial to survival.

How your prospecting calendar looks will depend on the prospecting activity you plan on doing, but a typical plan should start by building the calendar itself:

STEP 1: Create a calendar and add in any task that's related to a prospecting task. For example, if you plan to generate leads by advertising on Facebook, add in any task that's required to get the campaign off the ground.

STEP 2: Make sure that your prospecting efforts are consistent. A good rule of thumb is to dedicate time every day. Allocate a block of time, or make sure you reach a threshold (for example, 20 hours per week).

STEP 3: Finally, stick to your plan. A consistent approach to prospecting leads is the only way to fill your funnel. In time, you'll be able to perform tasks faster.

With your prospecting activity scheduled, let's fill that calendar up with some of our favorite real estate prospecting efforts.

Follow-up on every lead

Successful realtors follow-up relentlessly. Without consistent follow-up, you're leaving money on the table.

Typically, successfully engaging with a prospect rarely happens on the first attempt. You may need to make up to six calls (over a number of weeks) to make contact [with a lead](#).

Realtors have a

45%

higher probability of making contact on the sixth call attempt than on the first call attempt.

Keep meticulous notes. Make a record of anything and everything you learn about a prospect. It could be useful later.

If a lead mentions a spouse, a job or a favorite sports team, keeping this information on file will give you an edge over other realtors when making contact.

Source: [REH Real Estate](#)

But following up with every lead can be tiresome. To do it effectively, you need to automate the process. A real estate CRM takes the heavy lifting out of this task.

Let's say, you meet several prospects at an open house. You take notes, and a few of them mention that they're in the market to buy a new property.

Once you're back in the office, all you have to do is add these prospects to your CRM database as new leads, and set up your CRM to automatically follow up with them via email or text message.

Nurture past clients

Selling a home doesn't mean the end of a relationship. In fact, with more than **90% of clients** willing to use the same realtor for future deals, past clients can become your agency's bread and butter.

The average homeowner in the US will sell their home and move into another, on average, every

10 YEARS

Millennials are selling

**MUCH
FASTER**

than older age groups.

By keeping in touch after you sell a home, you're more likely to be the realtor they turn to next time, too. They're also likely to recommend you to their own network, too.

Nurture past clients like any other lead in your funnel. Because you've already got to know them, you should have a wealth of information to keep your communications in check.

Reach out to them to wish them a happy birthday, or when their favorite sports team wins a trophy. This is the power of storing granular data on your prospects.

Source: [National Association of Realtors](#)

Source: [The Mortgage Reports](#)

Build prospecting campaigns on Facebook

80%

of realtors are now using Facebook to nurture leads and connect with their community.

Facebook is a great platform for realtors because of its targeting capabilities. You can run an ad on Facebook and have it show to specific ages, genders and those in a certain geographical area. This is ideal when targeting audiences for a property in a specific area.

But you can make your ads much more specific than that. Facebook targeting allows you to filter people by annual income, if they've ever owned a house before and even if their behavior indicates they're likely to move home soon.

To start your own Facebook ads campaigns, create a profile on Facebook Ads Manager, and link in your agency's Facebook page. Once you've linked your Facebook page, you can create an advertising campaign.

Your targeted audience for a property will vary on the selling price, location and target market. But a general starting list for your detailed targeting could include:

- ✓ First time home buyer behavior
- ✓ Annual Income
- ✓ Likely to move behavior
- ✓ If they've interacted with Real Estate pages like Trulia or Zillow
- ✓ Home buying interest behavior (buying a house, starter home, first-time buyer, etc)
- ✓ If the home is near a school or has a certain number of bedrooms, you might want to target families

Getting Facebook Ads right can require some time and effort. But by setting aside some time in your calendar to learn and master it, you'll be able to add a powerful tool to your prospecting arsenal.

Source: [National Association of Realtors](#)

Target Millennials on Instagram

59%

of Millennials now use Instagram regularly, but only

Just like Facebook, you can run highly targeted ads on Instagram. Once you create a campaign on Facebook, you can copy it over to your Instagram account.

However, using Instagram as a successful lead generation tool doesn't always mean using paid ads.

INSTAGRAM

can be a motivating tool to get Millennials interested in buying a property.

Source: [Placester](#)

Source: [Bank of America](#)

11.9%

of realtors are using it regularly as a lead generation platform.

21%

of Millennials say they want to buy a house due to fear of missing out.

27%

of Millennials see pictures of homes posted on Instagram and feel if their peers can buy a home, they can too.

And the way you can target these potential buyers? **By using hashtags.**

Using the right real estate hashtags can boost your agency's rank higher in an Instagram search. By doing this, hashtags can improve your searchability and followers, which will give you a wider platform to share images of happy customers and your newest listings.

Create value-driven content

If you're pursuing a career as a real estate agent, it helps to select a niche in the market, whether that's first-time buyers or multi-unit properties, and **become an expert.**

Then, think about making some informative and value-driven how-to videos, or publishing regular blog posts to share your knowledge and build your brand.

Content marketing tactics for new real estate agents include:

- ✓ Blog posts
- ✓ Social media memes
- ✓ How-to videos
- ✓ Behind-the-scenes tips

Content efforts are cumulative, which means every piece of content you produce to build your personal real estate brand builds on all the others. Be consistent with your tone, look and message, and use analytics to track which content is **getting the best results.**

Get involved in your community

Successful real estate agents have a passion for the community in which they live. It helps enormously to know the area well.

Because people prefer to buy from people they like and already know, one of your key sales activities as a new agent is getting to know a lot of people.

Connecting with your community in a meaningful way to naturally grow your network of contacts and referrals is a key sales activity. **It's also a great way to live.**

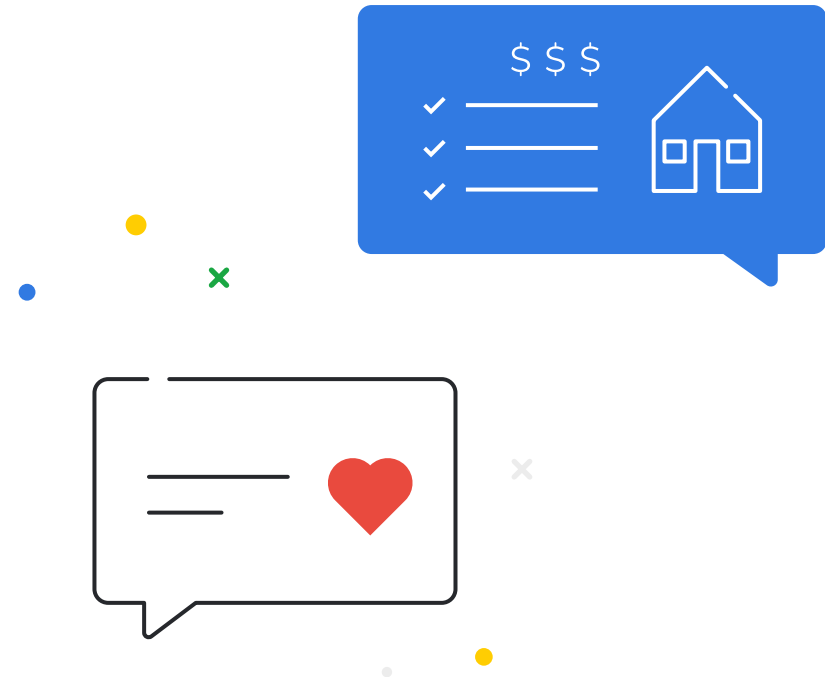
CONCLUSION

Generating leads in real estate is a different ball game to other industries. You need to be out there hustling, getting to know your community, and making it known that you're a part of it.

Managing your real estate processes and tasks is no walk in the park either. You've only got so much time in your day, and sometimes it can seem impossible to get everything done.

That's why adding a real estate CRM into your agency's tech stack can be a gamechanger. By having a prospecting game-plan and freeing up your daily schedule, you're giving yourself the best chance of selling more properties.

With a CRM, you can automate a lot of sales process and free up your day to hustle, mix with the locals and get your name known in your area.



PIPEDRIVE FOR REAL ESTATE

Pipedrive's visual pipeline and drag-and-drop interface allows you to manage your entire sales process with ease and simplicity.

- + Get a clear overview of your pipeline to help you forecast sales.
- + Set activity goals and easily measure progress.
- + Keep track of the four pipeline levers: the number and size of deals, conversion rate and deal velocity.
- + [14-day free trial](#) before signing on to a plan that suits your needs.
- + Integrate Pipedrive with over 130 apps to automate and streamline your processes.

To try our services for free, visit [pipedrive.com](https://www.pipedrive.com).



pipedrive