



## **Branding Yourself in Your Marketplace**

This is the perfect time of year to look at your advertising and make some decisions. The first decision should involve what theme to use for your business. This is easiest done with a slogan. Take a look at where you came from, what you enjoy the most, what your friends think of when they think of you and what message you want to convey. Let us give you some examples of what we are talking about.

For example, prior to starting your real estate business, you had worked with flower growers in your community for years, and you would like to capitalize on those relationships for your real estate business. Your slogan could be something like “rooted in real estate.” Some agents may capitalize on their experience and build a slogan around that. It might be that they came from an architectural background and use a slogan such as “finding architectural gems for you.” The point we are making is to look at yourself and do not use the old stale, “professional service, etc.” Too many agents use this and the public does not read it any longer, let alone believe it. You need to have something that is a reflection of you.

Now that you have your theme or slogan, use it! Put it in all your ads, on your business cards, on your flyers. Build an entire image campaign around it.

Next, you need to format your ads so that they have the same “look.” Do not change the ad each week, you can change the content, but keep the format the same so your clients immediately recognize it. Remember to keep the verbiage limited, by this we mean to give either the price or the address in your ad but not both. Give the buyer a reason to call you!

Do the same thing with your flyers or brochures for your properties. Keep the same format. You want agents, as well as consumers, to recognize your listings.

Use the same personal photo in each ad. Do not change your photo unless it is to emphasize a special holiday like you dressed up for Halloween, and have your photo updated every two years. Please, no glamour shots.

The rule of thumb in creating your ad today should be property first, agent second and company third. The client and property comes first always. The one thing we notice is

that company names are getting smaller and smaller -- why? If people are recognizing your ads, then they will also think of you when they drive by a sign or a building which has your company name on it. Let the company be an asset to you.



Classified ads are fabulous when you first take a listing, and they cost very little. Call the day after taking a listing and put a three-line ad in the classified section of your local newspaper to run for three or four days or until it can be in the company ad or a personal display ad. Buyers are looking at those ads!

Do not give too much away in your ad. Make them call you! Important words of advice: Use the proper words for the property you are advertising. Do not call a house with a red tile roof a Cape Cod. Know what style the property is before you name the style in your ad or brochure. You lose credibility with buyers when you identify the style incorrectly.

Make your ad sound interesting. What do you like best about the property? What sounds better to you? “Charming 3 bedrooms, 2 baths with large yard,” or “Straight from grandma’s attic and filled with charm.” Saying less is more in advertising. Classy ads do not have a lot of verbiage. If you cannot think of anything to say, use one-word descriptions such as awesome, grand, inspiring views (well, that is two words), exceptional and so on. You will get calls with this type of ad if it accompanies a picture of the property. Remember to limit the verbiage, by this we mean to give either the price or the address in your ad but not both. Give the buyer a reason to call you!

Another great suggestion to get your phones ringing is to implement an IVR system, such as ProQuest ([www.ProQuest-tech.com](http://www.ProQuest-tech.com)) into your lead generation system. By implementing an IVR, you will be creating warm leads, with the benefit to you of ***no more cold calls!***

The number one rule in advertising is to be consistent! We left this until last so it would be the last thing you think about after finishing this section. This is what will pay you big dividends. Be consistent in your advertising. Be consistent in your advertising. You get it. Happy advertising!

**Make A Commitment:** I will be consistent in my advertising!

**Deadline:** \_\_\_\_\_