Real Estate Summer Road Kit
Managing your business on-the-go
Summer is here, and people from coast to coast are packing up their cars and hitting the road. Unfortunately, while most of your friends and neighbors are enjoying summer vacations, you’re probably hitting the road for the busy summer real estate season. Whether your schedule is packed with touring homes, hosting open houses, or attending closings with clients, the days are long and the time spent in your car seems even longer.
When your car has become your office and your phone has become your computer, the old rules of doing business go right out the window. That’s why we’ve created the **Summer Road Kit**, a series of short guides to help you make the most of this busy season.

**INCLUDED IN THE ROAD KIT:**

**Guide 1** SUMMER TIME SAVING TIPS

**Guide 2** HOW TO BUILD YOUR PIPELINE ON-THE-GO

**Guide 3** TIME SAVING MOBILE APPS FOR AGENTS

**BONUS!**

**Guide 4** CAPTURE LISTING LEADS WITH THESE CRAIGSLIST HEADLINES
SUMMER TIME SAVING TIPS FOR REAL ESTATE PROFESSIONALS

Saving time and creating efficiencies is always important, but when you’re spending more time on the road and less time at your office, it becomes crucial to your success. Check out these five tips for saving time when you’re racing the clock.

Don’t work 24/7, just make it seem like you are.
As a real estate professional, you probably feel obligated to be available around the clock. You wouldn’t want to miss out on a great new client, right? The key is being available without losing your sanity. Simple technological solutions can help you automate emails, text messages, and drip campaigns and will make buyers and sellers feel like you’re working for them 24/7, even when you’re enjoying some well-deserved down time.

Automate your lead generation.
According to the 2013 NAR Member Profile, The typical REALTOR® earns a combined 42 percent of his or her business through past clients and their referrals. While repeat business and referrals are the preferred lead source for most agents, they will never make up 100% of your closed transactions. So where do you find the rest of your leads? Online lead generation, for one. 90% of today’s consumers start their home search online, finding agent websites
via Google search, browsing large consumer sites by Trulia, Market Leader, and other third party sites such as Zillow, and REALTOR.com*. Typically, online leads are about three months away from actively buying or selling, making them the perfect leads to acquire and nurture during the busy summer months, Through paid lead sources, you can fill your pipeline with new opportunities each month without lifting a finger.

**Stop drowning in email.**
According to a recent study by Velocify, contacting leads by email increases your chance for conversion by an average of 53%. But how are you going to stay on top of emailing leads quickly when you’re away from your desk? This is where automation tools become invaluable. Use a contact management system that will automatically send a welcome email to leads when they first make contact. Then, it just takes a few clicks to put them on a drip email campaign that will keep you front of mind until they’re ready to buy or sell.

**Keep all your leads in one place.**
Where do you manage and track all your leads? Chances are you have emails, voicemails, post it notes, business cards, and cocktail napkins full of important information about your leads. Invest a few hours now to add every single contact and associated notes into one single contact management system. That way, when things are busy, you’ll be able to find the information you need quickly and easily.

**Hire an assistant.**
You don’t need a large business to make use of an assistant. Whether it’s a full-time assistant, an hourly summer intern, a helpful spouse, or a technology system that streamlines administrative work, an assistant can be just what you need to free up time for more important tasks.

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During this frantic season, you’re probably plenty busy just trying to keep up with the clients and listings that are currently active. It can feel like you’re spending the bulk of your time drowning in the details of current transactions, leaving you with no time to work on building your future success. In other words, you’re spending more time IN your business than ON your business. But, it’s crucial to your success this fall and winter that you spend some time building your pipeline now.

According to a recent Hebert Research study, both buyers and sellers spend an average of almost three months in the “active research” phase, where they’re researching homes, neighborhoods, and interest rates. By capturing and engaging these leads now, you’ll be top-of-mind in three months when they’re ready to start working with an agent.

HOW TO BUILD YOUR PIPELINE ON-THE-GO

Here are a few tips to help you build your pipeline when you’re in the thick of it:

Know how many leads you need.
In order to reach your commission goals for the year, you’ll need to know how many leads you need to start with. Simply enter a few key statistics into this Lead Calculator to find out.

Automate lead generation.
Now that you have a target number of leads to generate, make sure you’re getting that many leads into your pipeline each month. Paid lead generation and online advertising are the easiest ways to keep your momentum going when you’re frequently away from the office, and they’re cheaper than paying an assistant to generate leads for you. Typically, closing one or two transactions from your paid leads will more than justify the spend. Advertising on large consumer sites, such as those provided by Trulia, Market Leader and other third party sites such as Zillow, and REALTOR.com* can give you a steady stream of leads for a price that won’t break the bank.
**Hire an assistant.**
Although more costly than paid leads, an assistant can provide value by focusing specifically on generating qualified leads through Craigslist, social media, and email marketing. They can also help you coordinate your print marketing, replenish your listing flyers, and run contracts for signature.

**Invest in email marketing technology.**
Of course, you’ll still be receiving communication from leads every day while you’re out and about. Invest in a contact management system that includes automated email marketing, so you can respond to leads as soon as they enter your system and stay front of mind throughout their buying journey. After all, according to Hebert Research, 63% of consumers select the first agent they interview.

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When you’re on the go, your mobile phone becomes your handheld computer. There are some great apps available that make keeping up with leads and staying organized a whole lot easier. While most apps are available on both iPhone and Android devices, some may not be. Here are a few that real estate professionals will find useful on a day-to-day basis.

**Auto SMS.**
This app, which is available in a free version and a $1.99 ad-free version, lets you provide great service to leads and clients by sending automated text messages while you’re showing a home, on the road, or otherwise unavailable.

**Task Rabbit.**
The free Task Rabbit app connects you with the Task Rabbit network, an easy-to-use online marketplace where you can post tasks you need completed and find qualified people to do the work. Consider hiring someone from Task Rabbit to do everything from delivering listing flyers to stuffing envelopes.
**Open Home Pro**
The perfect tool to use when hosting your next open house, Open Home Pro for iPad will prompt questions for you to ask your guests and will store the answers they provide.

**RECalc.**
This $1.99 app serves as both a mortgage calculator and a traditional calculator. With just a few taps, you can calculate monthly payments, terms, loan amounts, and more.

**CamScanner**
Turn your Smartphone into a portable document scanner with this handy app. Comes in both free and paid versions.

**Any.do.**
This free app is part to-do list, part task manager, and syncs with the cloud so you can pick up where you left off on any device.

**PDF Expert.**
PDF Expert lets you view, edit, and make notes on PDFs from your mobile phone. Plus, your changes are compatible with Adobe Preview and Acrobat.

**Evernote.**
This handy, popular app lets you take notes on the go and access them anywhere there is an Internet connection.
GENERATING LEADS WITH CRAIGSLIST

In this paper, you will learn how to generate leads using Craigslist and drive consumers to your website, encouraging them to register.

What not to do when generating leads from Craigslist

⚠️ Do not keep posting the same ad again and again – change the ad, change the headline to keep it fresh and eye-catching.

⚠️ Do not post an ad without a link it and without a phone number to your office or call capture system.

⚠️ Do not lie in your ads just to generate a lead or a call.

⚠️ Do not only post 1 or 2 ads a day. You need to be posting at least 10 ads a day and we suggest more to really take advantage of Craigslist’s potential.

⚠️ Do not spend a lot of time with each ad. Each ad should take no more than 5 minutes to get posted and that means that 10 ads is less than an hour of work each day.

⚠️ Do not limit your posting to your specific city. There will be many people that search around your area and you want them to see what you have available.

⚠️ Do not have typos or grammar errors. This is a key way to lose a client right away.

⚠️ Do not point the ad to your homepage. This will be a waste of time as you will lose the lead when they get lost on your site. Deep link every post right to the page they should be drive to or the form they should be taken to.

Sample Buyer Headlines

* Ugliest Home in YOUR CITY
* Bank is losing their shorts on this one!
* Homes that should be bulldozed
* Just plain ugly condos
* Three easy-to-fix fixers in YOUR CITY
* Free list of under priced homes
* Your City’s five best priced homes
* Zero down/No closing cost home
* 11 homes with seller financing
* 4 bedroom/2 ½ bath in YOUR CITY
Sample Seller Headlines
Agent offers for Sale By Owner service
Free loan modification kit
Free online home values
Owe more than you home is worth?
I hate my bank
Foreclosure help – for free
Short Sale advice

Help with financial issues – short sales, load modification, etc

Use this information to help you create the best headlines for your ads to attract the most people to them. Scroll through the current ads and see what headlines catch your attention.

Keep in mind the things that Buyers and Sellers are looking for when they are searching online.

Buyer
Specific Properties – waterfront, condos, land, etc
Great deals – short sales, foreclosures, etc
Financing help – low down, seller will carry, etc

Seller
Home Value information – what are homes in my area selling for?
How to – stage my home, get the most offers, etc

Remember that when you are posting on Craigslist, you want to take the time to post in the cities that are nearby yours in case people are searching other areas.

As you are creating ads for Craigslist, remember to deep link them to your website, IDX search or email form that you have set up already. Take the URL for the page you want to send them to. Keep your ads simple, so they can read them fast and follow the link so you can work on your lead capture system.
Sample Craigslist Postings
Here is a template to work from for all Craigslist ads

1 - Headline
2 - Teaser Information
3 - Link to Website/IDX/Email form
4 - Phone number

FREE LIST OF BANK OWNED, FORECLOSED AND SHORT SALE PROPERTIES

Are you looking for a fantastic deal in today’s market and making the most money that you can? Don’t miss out on these deals

For more information on the hottest properties in Bellevue click here: homesforsaleBellevue.com/shortsales

For immediate service and information, call to learn more 425-555-5555

13 Things that you need to know before the first buyer get to your home
Want to be ready when buyers start to come to your home? To help sellers we have these “13 Things You Need To Know” that has been collected from past experiences and it is yours FREE by visiting….

Divorce: What you MUST know about your home and your mortgage
To help you figure out what questions to ask, we have compiled this special report available to you by clicking this link….

Renters – Stop Paying for Someone Else’s Mortgage!
Are you renting? You need to learn more about the advantages of owning vs. renting. Get this SPECIAL REPORT on the benefits of home ownership and how easy it is to own.
**Acreage Available in King County**
List of homes on 1-10 acre lots in beautiful King County at fantastic prices!
Get your FREE list of properties.

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**Can’t decide between Issaquah and Sammamish**
Can’t decide which area is best for YOU, click here and see the detailed neighborhood reports. See all of the demographics, detailed home information and the neighborhood side by side stats via Market Insider by by clicking here....

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**Which Schools are best for your family?**
Want to know the specifics between the Issaquah School District and the Bellevue School district including all of the specific statistics? Get your School specific statistics and FREE information via Market Insider by clicking here.....

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**Headlines to Generate Buyer Leads**

**FREE LIST OF BANK OWNED, FORECLOSED AND SHORT SALE PROPERTIES**

1 Are you looking for a fantastic deal in today’s market and making the most money that you can?

2 Don’t miss out on these deals For more information on the hottest properties in

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**Bellevue click here:**
homesforsaleBellevue.com/shortsales

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**Your First Home Finally!**
Are you ready to make that big move and buy your first home? Let us show you the things want to know BEFORE you start looking at properties. Get your FREE information here

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**Searching for homes just got easier!**
For a fast, easy and free real estate search just visit our site by clicking here.....

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**Fresh on the Market! Be the First!**
For a FREE list of the newest properties on the real estate market, visit us by clicking here and be informed of properties as soon as they come on the market!

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**Luxury Homes at Affordable Pricing**
Search through hundreds of homes that are short sales, foreclosures, and price reductions in our area. Fast, simple and no cost to you!
Amazing deals on Homes for Sale in Bellevue
See property information, photos, virtual tours, pricing and more by visiting us and clicking here....

These homes MUST be sold!
Homes that are in a distress need to get sold and now we have a list of them for you. No obligation, just let us know you want it by visiting...

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See all of these homes before someone else gets the chance to own them. Check out these properties here...

Sweat Equity
Are you looking for a home that is a great deal and could use a little work to increase equity? We have them for you. Click here to see these amazing opportunities...

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ABOUT MARKET LEADER

*Market Leader is the only company that provides Smart Lead Technology— one powerful system that helps real estate professionals generate, manage, and convert leads from any source, and on any device.*

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**Lead Generation**  **Websites**  **Education**
**Contact Management**  **Marketing Center**

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