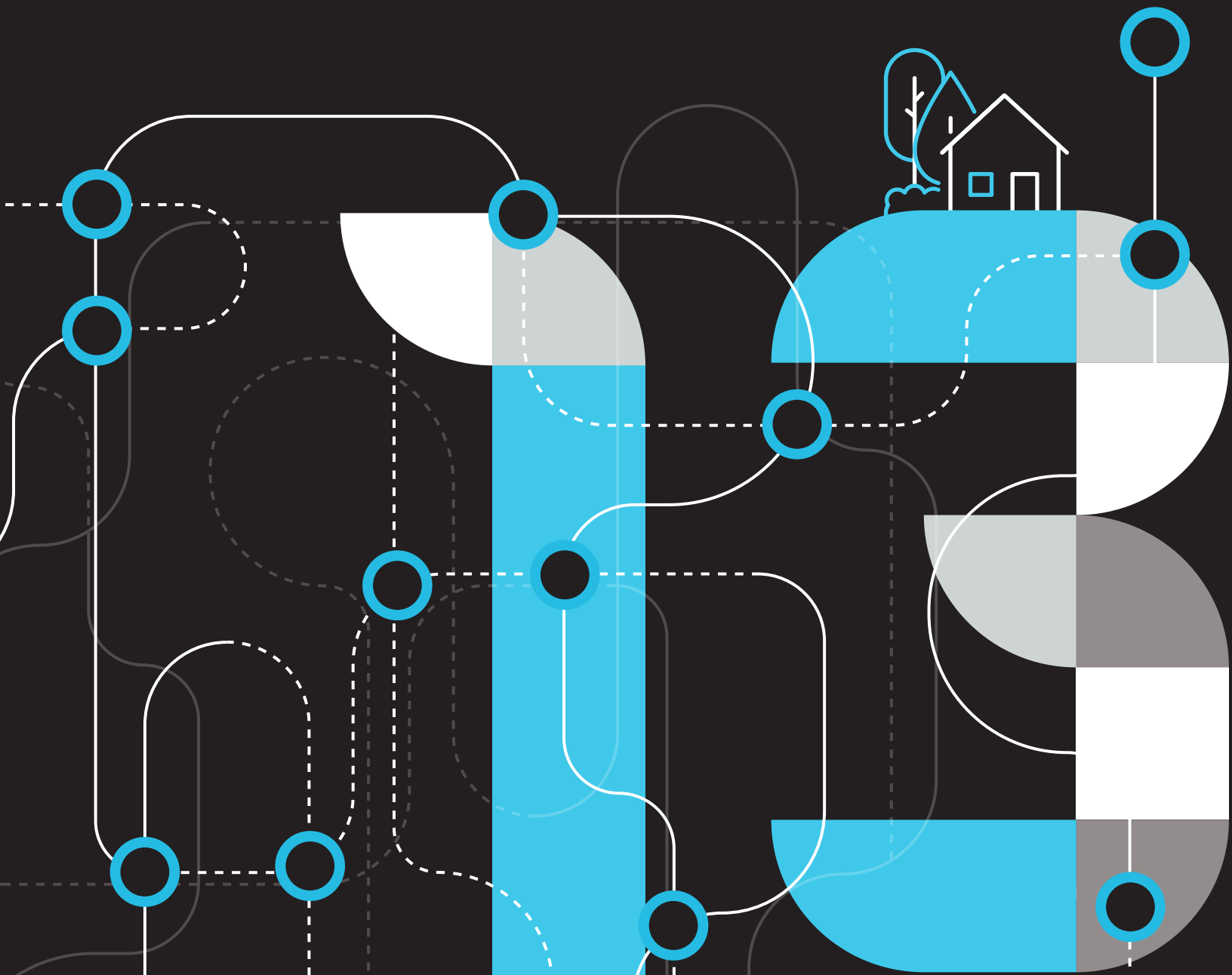


13 Creative Ways for Real Estate Agents to Secure **More Listings**





Want to expand your real estate portfolio and help attract new listings? Here are 13 innovative approaches, which may help you diversify your listing marketing strategies and elevate your real estate business.

1

Use Keywords To Help Create Listing Descriptions And Blogs.

Using SEO-optimized content on your website can help drive prospective buyers and sellers in your market to view your listings. Leverage the best real estate keywords and exclusive property attributes that potential clients are seeking online, then incorporate these terms into your real estate listing descriptions and blog posts to align with market demands.

For example, to capture the attention of sellers searching local agents in your market, you might interview a client who recently used you as their listing agent to share their positive experiences. Be sure and include the keywords “real estate agent” and the name of your community in several places within the blog to make it easy for sellers searching online to find you.

2

Elevate Your Listings' Visual Appeal.

As a Showcase agent, you know how important real estate photography is to helping differentiate your listings. First impressions are critical to ensuring buyers see and engage with your properties.

In addition to virtual tours and interactive floor plans, [Listing Media Services](#) offers many photography and rich media options, from virtual staging and amenity images to aerial photography, to help your listings stand out from the competition.

3

Leverage Open Houses to Expand Your Database.

With the new open house feature now available for display on Showcase listings, you can help drive more traffic to your listings' open houses – and use the opportunity to help build potential seller leads.

The open house tag is displayed directly on the list view within the search results page as well as the Showcase details page above the tour button and Contact Listing Agent button, providing potential buyers with a quick view of the open house days and times.

At the open house, make sure to capture all names and contact details of attendees with a digital sign-in on a mobile tablet.

4

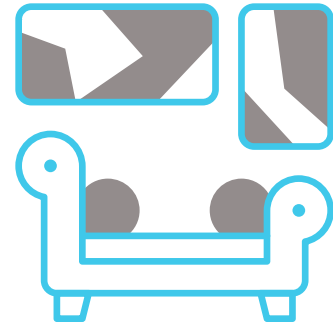
Tap into Social Media Trends.

Social media helps expand your marketing reach when you're promoting new listings and trying to capture the attention of potential sellers.

Stay current with social media trends and leverage platforms like Instagram, Facebook and LinkedIn to promote your expertise. Develop compelling content, share success stories and engage with your audience to establish credibility.

Also, don't forget to leverage Showcase listings' 30-second, mobile-ready social video reels to highlight a home's best interior features – a great way to get the conversation rolling with potential sellers.





5

Host Neighborhood Spotlight Events.

Organize informative neighborhood events and exclusive seller seminars where you offer prospects useful facts and tips like market trends, how to maximize home value, top home improvement tactics and staging techniques. Engage with local residents, highlight your Showcase listing offerings and position yourself as the go-to agent for your market.

You might consider forming a partnership with a home staging professional to offer staging advice for potential sellers. Crafting visually appealing spaces can help increase property marketability and encourage homeowners to list with you. The local public library, a restaurant or a local farmer's market offer a few options on where you might host your speaking event.

6

Virtually Stage Vacant Properties.

According to the [NAR 2023 Profile of Home Staging](#), 81% of buyers' agents said staging a home made it easier for buyers to visualize the property as a future home. The report noted that 39% of buyers found staging the living room to be "most important," followed by the primary bedroom (36%) and the kitchen (30%). Further, 20% of buyers' agents said home staging increased the dollar value of a residence between 1% and 5%, compared to other homes on the market that were not staged.

Virtual staging can play a pivotal role in helping to transform living spaces, particularly vacant houses, by implementing or removing furniture digitally. Click on this. [Virtual Staging blog](#) to see a before and after of a virtually staged space and to download 10 staging tips that can help your listings capture more attention among buyers and sellers.



7

Create Hyperlocal Market Reports.

Generate hyperlocal market reports detailing recent sales, listing trends and property insights specific to different neighborhoods. Providing valuable data showcases your expertise and reinforces your reputation as a knowledgeable agent.

ShowingTime's [Pricing Benchmark Report](#), for instance, allows you to easily access insightful real estate market intelligence within the ShowingTime+ showing management platform to help guide critical pricing strategies.

8

Implement High-Impact Direct Mail Campaigns.

Design compelling direct mail campaigns with unique and memorable visuals to help capture the attention of homeowners. Incorporate personalized messages and innovative formats to differentiate your listing strategy.

Don't forget that Showcase provides postcards and flyers via the [Showcase Resource Center](#) to help you market your listings to potential clients, using an all-channel approach.

9

Leverage Digital Listing Presentations.

Utilize cutting-edge technology such as 3D virtual tours, drone photography and interactive presentations to showcase properties in a compelling and immersive way. Standing out with innovative listing presentations can help attract sellers looking for modern marketing strategies.

Showcase offers a [listing presentation template](#) that you can download and customize to suit your prospective sellers' needs. This free template lets you easily edit each slide and present and share your personalized presentation with clients to help win more listings.

10

Develop Relationships With Local Businesses.

Forge partnerships with local businesses, such as moving companies, interior designers, stagers, photographers, repair services or home improvement stores, to provide added value to sellers who may want to list with you. By forming strategic partnerships, you can help position yourself as a one-stop solution for their selling needs and provide access to a network of trusted service providers.

11

Create Video Walkthroughs and Virtual Tours.

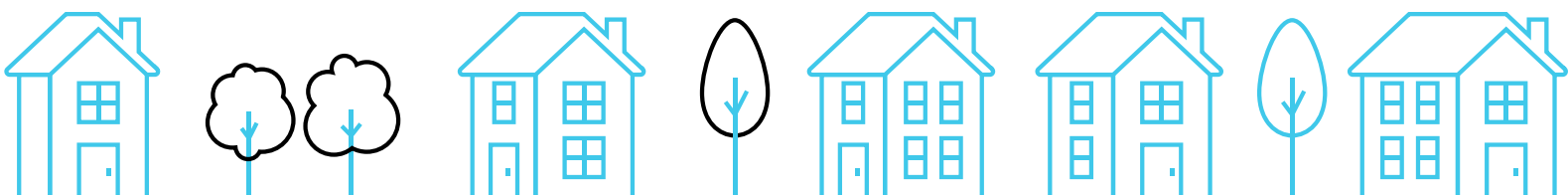
Create compelling video walkthroughs and virtual tours to highlight properties in an immersive and engaging manner. You might host a live walkthrough event on Facebook to generate buzz among your leads. Video marketing provides an engaging way to capture the attention of buyers – as well as sellers – who are thinking about listing their homes.

12

Post Testimonials and Success Stories.

Highlight client testimonials and success stories on your website, social media and marketing materials. Sharing positive experiences from satisfied sellers will help build trust and credibility while showcasing your track record of exemplary service.

NOTE: Regarding testimonials, make sure to get an honest account. You may also consider contacting a marketing attorney, who can be a great asset to make sure you're getting the most out of your testimonials.



13

Design Targeted Website Landing Pages.

Design personalized landing pages on your website tailored to specific neighborhoods or property types. Drive targeted traffic and show off your expertise in niche markets, demonstrating your understanding of your local market.

This type of content can also help with your SEO (Search Engine Optimization) results, making it easier for online sellers to find you. Try seeding your content with keywords describing your specialties, such as “downsizing,” “luxury real estate” or “investment properties.”

Taking a creative approach and considering all channels will help you expand your listing marketing strategies, widen your audience and enrich your listing engagement with potential sellers.



PLAYBOOK

For more Showcase agent-exclusive content, look for the launch of our new **Playbook content hub** on the [Resource Center](#), designed to help you build a stronger brand and reach today's customers with agent success stories, marketing strategies and exclusive Zillow research.