



## 19 Great Ways to Market Yourself with realbizmedia

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### Sure, it's a GREAT listing tool, but....

Since I can do UNLIMITED TOURS with this program, *how else can I use it?*

The beauty of realbizmedia's unlimited virtual tour program is that I can use this as an every day marketing tool! I can create dozens or even hundreds of tours, and my cost never changes! Sending a tour link through email costs NOTHING, so I can reach out and touch my current and past clients as well as prospective clients as often as needed, at no additional cost!

***Don't forget that having a virtual tour on your listing can bring 50% more views to that listing! But let's look at how else we can benefit from the low cost marketing solution!***

### ***Think outside the box!***

- **Neighborhood & Community Tours** - take pictures of the local sights - the nearby shopping center, parks and playgrounds, local pool or HOA facilities, Community entrance, transportation, schools, nearby golf course, the view, historic buildings, pictures of the street, and whatever else helps sell the community. Create a tour for each community you serve. Post these tours on your website and refer people to them, or email the tours to interested parties.
- **Community Events Tours** - take your camera with you to that local parade or festival. Take pictures at events. Send them to your clients to share the photos and stay in front of them so they think of you first when they or people they know need an agent. Share them with family and friends. Ask the people around you attending the event if they would like to see the pictures - get their email address. (You just added to your database!)
- **Buyer Tours** - Ever taken a buyer out and shown them six homes in a day only for them to have trouble remembering each one and keeping them separate? Or perhaps the spouse was away on a business trip so you could only show one person and hope they could convey that to their significant other? Ever had to take a buyer back to a home they saw before only to have them say "oh yeah, *now* I remember this place. I didn't really like it the first time!" Help your buyers remember the homes they looked at by taking your camera with you and snapping photos (with permission of course). Create a tour at the end of the day and send them the link so they can review, remember, and even share with an out of town spouse. This will impress, build loyalty, and help them make a good decision. (It may also save you gas money returning to a property that they really didn't like in the first place.)

- **Out of Town Buyers Tours** - Ever previewed homes for out of town buyers? Call up the listing agent and explain that you have a qualified buyer from out of town who will be coming to look at homes next weekend. Ask if you can preview the home and take some pictures to send to them. Create a tour of several homes you previewed and send your buyers the link. You will show your "tech savvy" abilities as well as give them useful information prior to their visit. They can preview and then eliminate homes from the list that are not what they are looking for. This will save them (and you) time, lower frustration levels, and build loyalty. Let's take them to *two to five houses* before they decide to make an offer, *instead of twenty-five!*
- **Little League Tours** - Are your children or grandchildren involved in sports or other extracurricular activities? Take pictures at the game or event and let the other parents know you will send them the pictures. Create a tour of the event and send the link to all the other parents. When they view the tour they get to see the precious photos - and they see it with your branding wrapped around it. If they didn't know you are a real estate agent before, they do now! After all, where do many of our leads come from - people we interact with every day...
- **Parties & Get Togethers** - I know an agent who attended a costume party and took her camera along. As she took pictures, people at the party asked her to send them the pictures. She collected email addresses for nearly 50 people, put the photos in a tour, and sent them the link. She just a) added to her database and b) got word out to dozens of folks that she is a real estate agent. All this from ONE event!
- **Insurance Tours** - Create a tour of a new listing and burn 30-50 CDs. Pass them out to the immediate neighbors. Include two statements: "Want to pick your own new neighbor? Send this tour on to someone you know who may be interested in moving to this neighborhood." (The neighbors are now helping you market the home!) Second statement: "Oh, by the way, I also do tours like this one as a free service in this community. I will create and save the tour of your home on CD for your insurance records." This will give you opportunities to help folks out, meet them and give them something of value. They may not be ready to sell today, but when they are, they *will remember* you. **Tip:** Create two CDs - one from the homeowner and one for their insurance agent. Hand deliver the CD to their insurance agent so they also have a copy. The insurance agent now knows this free service you provide and this may result in business and referrals for you.
- **Open House Tours** - Create a CD tour of the open house. Hand out the CD to open house visitors. You never know if you are being interviewed by the "nosy neighbors" that are walking through the house. They now take a tour of the home with them, which has your picture and contact information.
- **Listing Presentation Tours** - Do you have a listing presentation? Why not convert those slides to pictures and create a virtual tour listing presentation? You can send this to prospects, or put it on your website for people to view. **Tip:** After creating this, send it to your entire database - previous clients and all - and ask them to view it and give you some feedback. What a great way to remind them you are there and what can do for them and people they know, *and* get feedback.
- **Self Promotion Tours** - Similar to a Listing Presentation Tour; create a tour that has a picture of you, picture of your office, a few slides showing how you market and your experience and knowledge of the area. You can then use it three ways: send to prospects, put it on your website, burn it on CDs and hand it out at open houses or other places you meet prospects. Consider burning it on mini-CDs so you can hand them out as an "electronic business card" (EBC). Less than 1% of real estate agents hand out EBCs - stand out from your competition. People will remember you! **Tip:** you can order mini-CDs from various websites such as [www.CDRom2GO.com](http://www.CDRom2GO.com), or search Google to find other

providers.

- **Market Update Tours** - Create a monthly "Market Update" tour and send via email to your database. Once a month they will see an email from you and be reminded that you are available for them or others they know. When they open up the tour they will see your face and contact information, and be updated on new listings in their area, recently sold listings, and other marketing information you choose to include. It's an email newsletter that costs you nothing to send but is very effective in staying in front of your sphere.
- **My New Home Tour** - After you've shown them lots of houses (too many probably!) and they've finally chosen one and moved in, check in with them to see how they are doing and offer to do a "My New Home Tour". Take pictures of their home with the furniture, pets, and kids all moved in and create a tour. Send them the tour because you know they'll want to share it with everyone they know - "look at our new home!". They'll send out the link and everyone will see their new home (and your branding as well!) Save the tour on CD for them so they have it for insurance purposes.
- **Just For Fun Tour** - Did you go somewhere exotic or do something interesting on your last vacation? You took pictures right? Create a tour of that cruise, or your vacation to Europe, or even that concert or sporting event you attended. Blast it out to your database: "Hi Bill & Margie, we just got back from a trip to Cancun and had a blast! Here are some pictures..." Touching base. Pop-bys. Reminding your sphere that you are still here for them and for people they know. Humanizing you and continuing that relationship. You want them to think of you first when they think about buying or selling a home.
- **School & Sports Events Tours** - I know an agent who attends his son's high school football games and creates tours that he sends out to hundreds of people. Initially he took some pictures and sent it to the kid's grandparents and relatives. Then the other players wanted to see them. Then their parents, their girlfriends, and their parents....and so on. The list grew. One day he was approached at the football game by the president of the booster club: "I've been hearing about these tour thingys you put together and send out after the games. Our members are interested in seeing these. Will you send them to our entire membership after each game if we give you the roster? He gets more business from this each year than he does all his other marketing combined!
- **FSBO Tours** - Want a nearly foolproof way to convert FSBOs to listings? Instead of knocking on the door and asking the FSBO to call you if/when they cannot sell their home on their own, offer to do a virtual tour for them for free and put it on CD so they can hand it out to prospective buyers. Why? Remind them that prospects will leave their home and look at 50 other house and forget theirs unless they give them a visual to take with them. Let them know that you are doing this because only one person can buy their home, and the others that did not express interest in buying are still out there looking - those are the folks you are interested in - unrepresented buyers. Also tell them that when they have an interested buyer that does not have an agent that they can refer that person to you because your "marketing helps 50% more people view a home and will help the interested buyer sell their home more quickly so they can buy your home." They can say yes or no. If they say yes, you've now established a relationship with them. What happens in a month? You pick up buyer leads. You may get referrals. And since nearly 9 out of 10 FSBOs end up listing with an agent, you place yourself in the top position of being remembered and called when they realize they need the help of a Realtor. *Tip:* Only give them five CDs so when they run out they need to call you - keep the dialogue going.

- **Local Business Tours** - Friendly with the local restaurant? Brother-in-law who runs a plumbing company? Sister who owns a cake decorating business? These are all real-life examples of people I have talked to who created tours for non-real estate businesses. One agent created a tour of a restaurant, complete with menus, and the restaurant handed out CD tours of their restaurant to patrons. The plumber and cake decorating businesses put the tours of their businesses on their website to give the clients a better look at their establishments and their services. Guess what - every time someone views these tours they are seeing the agents' picture, name, and company affiliation. Free advertising!
- **Clubs and Organization Tours** - Belong to a model airplane club, antique car club, book club, craft club, or other organization? Why not create a tour of events and get together and send them out to the club members? You are letting them know, or reminding them, of what you do while sharing the pictures. Very unobtrusive way to make sure they know what you do for a living.
- **Personal Tours** - Why not share family events and fun times with your loved ones? Send tours of family reunions and get togethers, birthday parties and weddings, to those closest to you.
- **HOA Events Tours** - An agent attended an HOA event and took pictures. She contacted the HOA and sent them the link to the tour of the event. They included her link in their monthly HOA email newsletter. It was sent to over 2000 members.
- **Recommended Businesses Tours** - Have a local carpet store, plumber, home inspector, carpenter, renovation company you recommend? Take a picture of their facility and create a tour of all recommended partners. Add link to your site and/or email to your clients.