

Real Estate Branding Basics



FINDING YOUR AUDIENCE

Knowing your audience allows you to know exactly how to reach your ideal client.

Research your past customers:

- What are their demographics?
- What is the median price of the homes they bought?
- What are their ages?
- Are they first time home buyers?

YOUR DIFFERENTIATOR

Show potential customers *why* they should choose you. Incorporate this into a mission statement.

- What makes you unique?
- How are you going to make the buying process easier?
- How does your personality fit into your brand.
- What drives your career?

Real Estate Branding Guide



A PITCH & A CALL TO ACTION

For promotional materials, come up with a one sentence pitch that tells people what only you can provide.

Make sure to include a call to action on all marketing materials. For example, provide information on how they can contact you or a link to your website.

YOUR WEBSITE AND SOCIAL MEDIA CHANNELS

Design your website and social pages with your target audience in mind. Make sure that your site is easy to navigate and provides a way for visitors to get in touch with you.

Are your social media channels up to date? Make sure you keep up with the following communication channels:

- Facebook
- Website
- YouTube
- Instagram
- LinkedIn
- Email