

Webinars, A Powerful Prospecting Application For REALTORS

A primary selling research organization recently published their small company handbook to lead and consumer demand production. Whereas all of the content in this description is not essentially important to the real estate industry, there are countless lessons that can be applied by real estate brokers and brokers to promptly speed up their revenue.

One of the key conclusions of the report was that apart from community networking, utilizing live webinars are one of the a good number effective ways to charm leads on-line. This information is great for hungry agents since while not challenging, the technology for webinar is very underutilized in the real estate space. As a outcome, there is a massive opportunity for demarcation for the REALTOR that involves webinar in their bag of gear.

As a place of demarcation, video and webinar are fantastic, but how would you utilize them as a real estate professional? Well, for those of you that host local meetings to teach you community and in turn gather leads, going online may present an easy way to reach a much broader section of your community. For those agents that don't manipulate this system of lead generation, generating a brief webinar to showcase a specific segment of consumers or sellers in your area may allow you to connect with many prospective clients that you would otherwise not be able to touch. In addition, by using the webinar as a lead capture tool, you can extensively reduce your overall cost per lead as online marketing costs a fraction of direct post or neighborhood farming.

So how would you go about creating and advertising a webinar, and how would it fit into your other lead generation activities?

To provide an explicit example, suppose that you currently serve an neighborhood where values are depressed, but property is being sold by short sales. What you could do is build a thirty minute PowerPoint presentation that goes over the short sale method, what the steps are to produce a short sale package, and the relative risks to credit and capital sellers may face.

Next, you would choose a webinar service on which to present the webinar. I recommend GoToMeeting. Conversely, if you are looking for low cost, DimDim is free. Schedule your webinar and begin selling the event. Be sure that you add the link to the invite to your website, and have your web page manager add the invitation to your home page. If you have a list of contacts you are already supporting, invite them to the event.

When you have created the webinar, or at least finalized the topic, contact a few community businesses and see if they will place flyers marketing the webinar in exchange for you offering coupons or other discounts for their service on either the thank you page of your webinar registration. The ideal situation is if your local businesses can provide something of merit that you can give away to webinar attendees as it adds meaning to your presentation and cross promotes other businesses in the community.

In addition, either create door hangers or a direct post piece that goes out to the district that you are presently farming inviting homeowners to the event. This feature of the promotion may sound expensive, but keep in mind that if you can capture their digital information, your cost for drip marketing goes down exponentially. The majority of your prospects are in the market to sell at this very moment, but almost all of them will be trying to sell sooner or later. If you capture their information now, you can make use of online marketing equipment to remain top of mind until they are ready to sell.

Send multiple emails inviting prospects to attend your presentation, and remind those who registered to show up.

On the day of the presentation, be sure to login early and address any bugs in the system. Go through your presentation and address any questions that may arise through online chat or email. At the conclusion of the presentation, have a clear and concise offer and call to action so that your prospects know what the next steps are to manage your services.

Finally, be sure that you produce a follow up email for those who attended as well as those who did not. Include your call to action and an offer that will help your prospects take the next steps to contact you in both of these and remind everyone where online they may view the archived video.

A few days later, send out your newsletter letting everyone in your email list know that your recent webinar was a success. Include a review of the topic discussed, a link to the archive, and an overview of what you offered in the presentation. By going through this process, you will on the whole likely attract a number of new clients as well as hundreds of new prospects that you can court until they are ready to buy or sell.

About the Author

Stop by the Rainmaker Masters Circle [REALTOR promotion](#) website to understand and how to attract more listings and close more sales.

