

8 Crucial tasks for the real estate slow season

HOW TO SET YOURSELF APART FROM THE AVERAGE AGENT



The Goal

The "slow season" of real estate is generally considered to be fall and winter. There are fewer active buyers and sellers, and often times, fewer real estate agents actively working.

Don't fall into this trap!

This is actually the perfect time to ramp up your activity.

If you use this time well, you'll be better prepared to out-perform your competitors when busy season rolls around.

**A SLOWER MARKET
SHOULD NOT MEAN
SLOWER MARKETING.**



1. Audit & Update Your Website

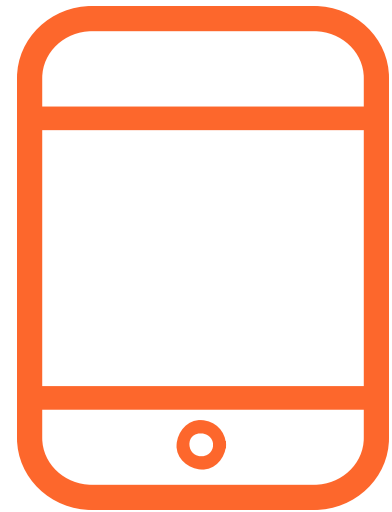
Your website is the online face of your brand. When was the last time you updated it? An old, rarely updated website doesn't only make you look bad when people see it. It can actually keep them from seeing it at all! Search engines favor sites that are regularly updated.



1. Audit & Update Your Website

HOW?

- Make sure your site is mobile friendly ([try Google's mobile-friendly test](#))
- Add new testimonials from happy customers
- Add property searches for new neighborhoods/communities
- Update content pages about homebuyer programs, loan programs, etc. Make sure the info is current and correct!
- Post to your blog! ([Here's 50 ideas](#))



2. Create/Update Social Media

Hopefully you've seen the importance of social media by now. If you aren't present and active on social media platforms, you're missing a huge opportunity to reach potential clients!

As traditional marketing methods get more difficult to reach consumers, social media channels continue to grow.

If you don't have a Facebook business page, Twitter account, or Instagram account...get started with those three!



2. Create/Update Social Media

HOW?

- Create an account if you haven't yet
- Update your bio, headshot, and cover image
- Start posting regularly
- Use a scheduler ([Pipeline ROI has one](#))
- Follow relevant people and brands
- Engage with local people, start conversations
- Ask questions, take polls, etc.
- Share testimonials
- Try using ads and paid posts for more engagement

3. Grow Your Sphere of Influence

How many people do you know? How many of them know what you do for a living? How often do you add people to this "sphere of influence"?

In real estate, basically everyone is a potential client at some point. During the slow season, not many people are buying or selling, but someday they will be!

The more people you add to your contact database, the more potential clients you'll be able to reach with your marketing.



3. Grow Your Sphere of Influence

HOW?

- **Networking** - Anywhere you can possibly meet people, introduce yourself, hand them a business card, smile, and be memorable
- **Social media** - Follow local people, start discussions, ask questions, answer questions, share information, engage with people
- **Lead generation** - Does your website have downloadable eBooks on important topics? A "What's my home worth?" lead capture page? A blog signup form?

WHO?

- Family & friends
- Neighbors
- Clubs/organizations
- Church members
- Coaches/teachers
- Healthcare pros
- Former schoolmates
- Mailman
- Literally anyone else you can think of!

4. Learn!

Obviously you have to do a certain amount of required continuing education. But don't let that be where your learning stops!

There are tons of areas where you can learn new skills that will give you an edge on your competitors. Use the slower season to learn the things you won't have time to in the spring.



4. Learn!

HOW?

- Work on some new marketing skills ([download our free kit](#))
- Brush up on some sales training and techniques
- Catch up on what's new in SEO, Social advertising, etc.
- Read about effective negotiation tactics
- Check out Lynda.com, Udemy.com, or Skillshare.com for on-demand classes and training on a variety of helpful topics

Anything you can add to your skillset is good. It may be just the thing that sets you apart from other agents when buyers/sellers are deciding who to work with.

**THE CAPACITY TO LEARN
IS A GIFT; THE ABILITY TO
LEARN IS A SKILL; THE
WILLINGNESS TO LEARN
IS A CHOICE.**

- Brian Herbert

5. Identify New Opportunities

If you truly want to be the best agent in your market, you can never become stagnant. Do you keep your eyes peeled for new opportunities?

It's easy to get comfortable in what you do and settle for the status quo. That might get you by, but it'll never make you great!

But what kind of opportunities should you be looking for?



5. Identify New Opportunities

HOW?

- Is there something you "specialize" in? Or are you just the average all-around real estate agent? Find a niche, or a way to specialize, and dominate it.
- Should you move from agent to managing broker/owner?
- Brokers - Could you make a hard recruiting push to grow your team and be more successful?
- Could you expand your coverage area?
- Could you rebrand your business, join a franchise, or leave a franchise to launch your own brand/business?

6. Capitalize on the Quietness

As we said, a slow market shouldn't mean slow marketing. But many agents take it much slower during the off season. Instead of following suit, use the quietness to make your message, your brand, your name, and your expertise louder than anybody else!



6. Capitalize on the Quietness

HOW?

- Don't be afraid to spend - During busy season, everyone's running paid Facebook ads, which means none stand out. Spend now in the slow season and you'll get seen!
- Be creative - Attach your business cards to some candy canes and hand them out to local businesses, etc. Sponsor a Christmas light contest, host a donation drive for a local charity, etc.

TIP:

The holidays are a perfect time to make connections and make an impact on your community.

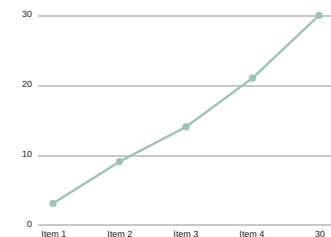
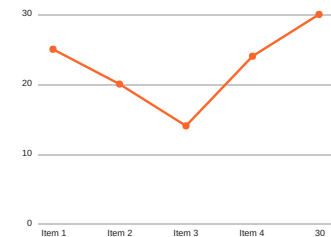
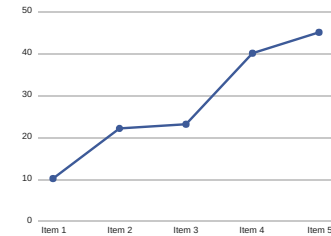
7. Assess Your Past Year

It's the perfect time to take a look back at the year. Where did you succeed? Where did you fail? What worked, and what didn't?

How many transactions did you work? What did you earn? How does it all measure up to your goals?

What could you have tried but didn't? What did you try that didn't pan out?

How many leads did you generate, and where did they come from? How much did you spend on marketing? What was your actual ROI?



**IF YOU CAN'T
MEASURE IT,
YOU CAN'T
IMPROVE IT.**

8. Create Next Year's Plan!

It's slow now, but busy season has a tendency to show up before you know it. And once it hits, it's too late to plan - you're just trying to hang on!

Now's the perfect time to sit down, and plan out your next year. Brainstorming, goal-setting, budgeting, planning, content creation, and more - get started!



RESOURCE LIST

- FREE marketing kit download from Pipeline ROI - [Click here](#)
- On-demand classes/training - www.Udemy.com
- FREE design tools for content creation - www.Canva.com
- SEO for Real Estate Websites - [Blog post](#)
- FREE SEO scan for your real estate website - [Click here](#)
- FREE recorded webinar - Social media 101 for real estate - [Watch now](#)

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