

A Seller Marketing Guide for Clients - Best Agent Business



Would you like to expand your Marketing to other “areas” of real estate?

Best Agent Business’ Seller Marketing Team focuses on Expired, FSBO and Farm Marketing as well as Open Houses. Our goal is to help our clients achieve maximum benefits of marketing and to exceed their expectations. To do this it requires the skills of our Database, Mailing, and Calling Teams.

If you would like to increase your sales you should begin to market to other areas:

1. Expired Marketing – Use your experience and knowledge to assist them in realizing reasons of why their home did not sell.
2. FSBO Marketing – Enlighten them with some statistics: “The typical FSBO home sold for \$150,000 compared to \$215,000 for agent-assisted home sales” Source: [2011 National Association of REALTORS® Profile of Home Buyers and Sellers](#)
3. Farm Marketing – Focus on a subdivision or small town that you can become known as “the neighborhood’s realtor”.
4. Open Houses – Market your listed homes Open Houses.

The Seller Marketing Team can get you organized by working together to get your leads into your database, called and marketing materials sent in order to get the exposure you want and need!

If you are ready to increase your sales by marketing to other areas of real estate, contact us at Marketing@bestagentbusiness.com.