



REALTY  
AUSTIN



# Get More Listings in This *Tight* Market

We understand why you're feeling frustrated about low inventory and high demand in the real estate market lately.

Here are our top *tips on winning* your next listing.

Bring Value with a Neighborhood Market Activity Analysis

Make Your Listings Stand Out

Leverage Power Buyer Solutions

Go Big on Marketing

Keep Your Mindset Positive



## Bring Value with a Neighborhood Market Activity Analysis

Stay in contact with your past clients by bringing them value through a neighborhood market activity analysis. This analysis provides a health checkup on their real estate investment and positions you as a trusted source when the time comes for them to move again. We have found that there is a direct correlation between providing market activity reports and agents winning more listings. Clients should know what's happening with the value of their assets on an annual basis.

## Make Your Listings Stand Out

Listings are easy to sell quickly right now without much work—but don't cut corners. It is still important to make your listings look amazing because, with every listing you have, you are building your portfolio to show off in order to win future listings. Sellers want to see how you're presenting other homes and that you are being the expert you were hired to be. Prove you're the best person for the job to win your next listing.

## Leverage Power Buyer Solutions

Sellers are asking, "Can I be successful selling and buying a home in this market?". Help sellers wiggle free from this fear by leveraging power buying solutions. Realty Austin uses Homeward, a service that helps clients drop the stress by buying their next home with cash before they sell their current home.



## Go Big on Marketing

Pull out all the stops with marketing every time you have a listing. Send out 'Just Listed' and 'Just Sold' postcards to the neighborhood you are working in. Leverage yard signage to create brand awareness and show authority with your name and contact information. Run social media ads when you go live, sell the home or receive a testimonial. Leveraging all the marketing opportunities available to you helps create awareness and builds trust with potential clients in your market.

## Keep Your Mindset Positive

What you focus on expands. Because your clients are feeling their own anxieties about this market, it's best to keep a positive mindset to ensure they follow through with the process. Stepping forward with confidence shows your client that you are the right person to sell their home.

# WORK AT REALTY AUSTIN

At *Realty Austin*, we know that when it comes to your work you want to be fulfilled. In order to do that, you need sustainable growth in your real estate career. The problem is you currently lack the support you need which leaves you feeling overwhelmed. We believe your broker should provide all the support and systems you need to thrive. At *Realty Austin*, we understand how difficult it is to grow your business on your own. This is why we guide our agents through our proven process to outsell the competition while leading a more balanced life through the processes listed above. *Learn more about working at Realty Austin.*

