

The background is a dark, moody image of a notebook with a pen resting on it. Overlaid on this are several semi-transparent social media icons, including speech bubbles with numbers (15, 23, 69, 28, 18, 40, 25, 70, 35, 38) and hearts, and person icons. The text is centered in a bold, white, sans-serif font.

How To Start 2021 Off Strong: Best Practices & Tips to set yourself up for a successful year

BACK AT **YOU!**

We will be covering the following:

- Market Trends to watch in 2021
- How to prepare yourself for your best year yet
- Real Estate Marketing Trends & Tools



Market Trends in 2021

- **Housing inventory could open up:** Limited housing inventory doesn't just drive up home prices; it also gives buyers less selection and forces them to settle.
- There's a good chance more sellers will feel comfortable welcoming buyers and hosting open houses by late spring or summertime.



Market Trends in 2021 cont'd.

- **Zoom towns could really take off:** Zoom towns are housing markets that are growing in popularity due to the remote work trend.
- Nowadays, many people are working remotely during the pandemic, and that trend is likely to continue even once it's safer to return to an office building



Market Trends in 2021 cont'd.

- **City homes could get a lot cheaper:** While a lot of people prefer to settle in cities for the benefit of being close to work, many will no doubt seek to abandon costly metro areas where square footage comes at a premium now that remote employment is likely to continue beyond the pandemic

Preparing for 2021



- **Work on your systems:** Create systems. Start with a simple checklist.
- **Change your attitude:** Make it a goal to be positive and encouraging. It's amazing how acting positive will eventually influence your true feelings, making you feel more positive.
- **Set your 2021 goals now:** Write down what you plan to do and accomplish this year. Begin working on those goals now.
- **Get connected:** We're all in this together, so start engaging.

Marketing Trends & Tools



- **Social Media Marketing:** Going into 2021, digital real estate marketing will be the norm for real estate professionals. Even real estate professionals who have previously been reluctant to embrace technology will have no choice but to leverage various digital tools to boost their lead generation.
- **Virtual Tours:** In-person home tours are also challenging in the current situation. As a result, real estate agents are shifting from open houses to virtual tours to make the purchasing process easier and safer for clients.
- **Content Marketing:** One inexpensive real estate lead gen strategy that agents are investing more time in is producing useful content for potential clients through blogs, Zoom webinars, and YouTube videos.



Marketing Trends & Tools



- **Email Marketing:** It's definitely the right time to engage with your digital audience through email marketing. Email campaigns are also expected to be a key part of the marketing plans of most real estate agents in 2021.
- **Charity & Community Service:** While clients always want to work with competent real estate agents, they will typically prefer those who get involved in a charitable cause in the community. This strategy helps in brand building and will give you a stronger base for future business
- **Automation:** Now more than ever, agents need to embrace automation to stand out from the crowd and safeguard their business.

QUESTIONS?

BACK AT YOU!