

The game is changing and your willingness to adapt will largely determine if you thrive or maybe not survive in your pursuit of fresh investment property leads

Over the past two decades, the investment property, new property development and apartment sales market has relied heavily upon telemarketing and cold calling tactics to drive volumes of mum and dad investors.

The rise of spam legislation and the Do Not Call Register (DNCR) in Australia put the brakes on this in the mid-2000's, however the cowboys continued doing what they wanted despite of this. In the last 5 years in particular, with the rise of social media and search marketing abilities, some early adopters have moved from sweatshop-call-centre cold calling to generating warmer leads.

The trade off has been investing into digital assets and ad-sets, instead of man-hours to cold call. Overall the result has been interesting to see that dollar for dollar, the investment into warmer leads to feed a smaller call centre, has prevailed as the lowest return on investment and lowest cost per acquisition.

I don't think digital will ever fully replace the need for telemarketing in the investment property lead generation space, given the amount of variables involved in qualifying a lead. This combined with the level of trust that needs to be built with the consumer prior to them potentially making one of the largest financial decisions on their life, is hard to achieve without any personal connection made.

The only alternative is to build a 'brand' reputable enough to do this with digital alone, but this require large investments into above-the-line marketing over a long period of time.

So what are the best ways to generate Investment Property Leads

Property investors come in all shapes and sizes. This means that there is no one size fits all when it comes to generating investment property leads. First of all, it is critical to identify your target market. This way, you can find out the best way to reach out to them and enlist them as leads.

We cannot emphasise the importance of having a plan when it comes to generating leads. We'll help you get started by listing down some of the best ways to generate investment property leads.

1. Ask for feedback.

Customer reviews, as well as testimonials, are some ideal ways to establish your reputation. Here are a few ways to do this:

- Create a review page on your website
- Make sure your testimonials are on external sites too. Post them on popular real estate websites.
- Compile your customer feedback into a video to make it more interesting and presentable.
- If you already have an existing customer base, consider setting up a referral program.

2. Make sure to follow up.

In real estate, it is essential to be considered top-of-mind by your clients. The best way to do this is by establishing a relationship that's beyond just being transactional. A simple monthly catching up via email, text or a call will be good. You may even opt to send out a letter for a more professional approach.

Remember, making it personal will mean more to your clients than sending out just a generic message. Who knows, if you've established a good relationship they may even consider you when their friends or relatives decide to get into the market.

3. Explore social media.

No one's stopping you from doing the good old strategy of knocking on doors to offer your services. However, this technique usually involves a high degree of rejection. Plus, this only becomes effective if you get lucky and picked the right neighbourhood at the right time.

Explore going digital especially if you've already determined that your target market are usually online. Social media is an excellent place to start building your online reputation. Just make sure to choose the right platform based on your identified target market. LinkedIn is a good place to start for a more professional approach. Facebook and other social media platforms provides cost-efficient ad placements that let you use different formats and create targeted ads based on your clients' behaviour.

You don't need to rely entirely on social media for your leads. It's still good to complement your digital leads generation strategy with printed materials such as flyers, business cards, and even postcards.

Improve Your Investment Property Leads strategy with EMBR Group

In generating investment property leads, it is vital that you have a plan and your plan has to be tailor fitted to what you or your company needs. This means you'll need a group that specialises in leads generation. We at EMBR Group offer award-winning services that will help you achieve your goals for your investment property leads.

Contact us today so we can come up with the best strategy for you - embr.com.au

Contacts

EMBR Group - Lead Generation

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