

INCREASING DEMAND VOLUME 1

4 Listing Attraction Tactics to Cut Through the Noise





WINNING THE LISTING IS ABOUT STAYING TOP-OF-MIND

The Problem

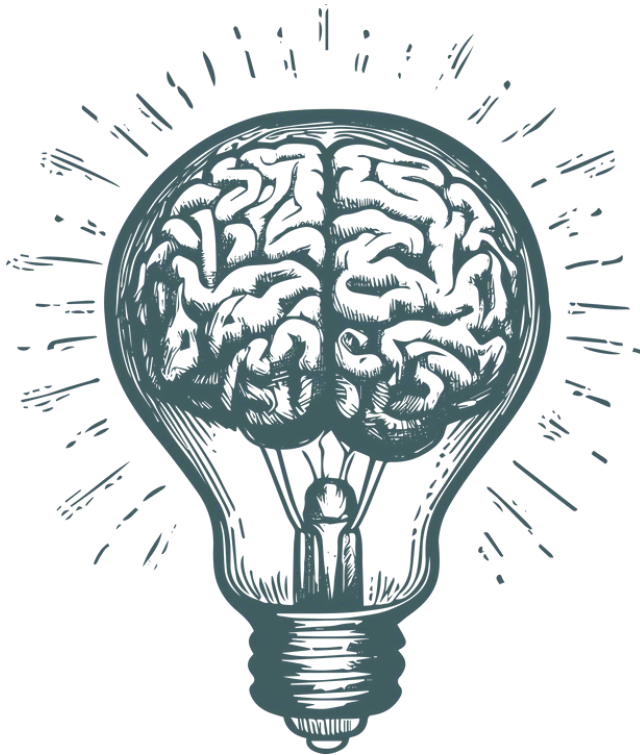
People are busy. You're busy. Agents are fighting for business. You need to cut through the noise and make an impact without taking up a ton of your time.

The Theory

Ensure your marketing and lead generation never take a vacation even if you do. Gear your marketing towards potential sellers and use targeted channels that cut through the noise.

The Strategy

Use these four tactics to automate your lead gen efforts and break through to sellers in your area. Run them all at once to become the "I See You Everywhere" agent.





TACTIC NO. 1

Slybroadcast Voicemails

Slybroadcast lets you send voicemails directly to a lead's phone without their phone ringing. This can be incredibly useful for delivering messages to a large audience at once. It saves time, ensures your message gets heard, and allows for a personalized touch without being intrusive.

Ways to use Slybroadcast

- Open house announcements – a key to creating listing FOMO
- Market updates
- Promote home-selling seminars
- New listing announcements
- Setting up an annual equity review

A Voicemail Script to Attract Sellers

Hey {{THEIR NAME}}, this is {{YOUR NAME}} with {{COMPANY}}.

Hope you're doing well! I wanted to reach out because there are some interesting things happening in the market right now, and I happened to take a look at your home's equity. What I found might surprise you.

Give me a call back and we can talk about some ideas I have for you to take advantage of this opportunity.

Thanks!

Pro Tip

AI Message Personalization

Slybroadcast has introduced an AI feature that allows you to customize your recordings to your recipient. Once you add the list, the AI will use your voice to say their name for each message. That means you only need to record your message once!



TACTIC NO. 2

Long-Form into Short-Form Video

Video is the ultimate brand builder. Think about social media video as a two-stage process: shoot longer YouTube videos and then cut them up into smaller clips for Instagram. Keep in mind that YouTube isn't considered a social media platform, it's a search engine. The videos you post on YouTube will live there forever and attract people who are searching for that particular content at the right time.

The Steps of Listing Attraction Video Creation

1. Go to [AnswerThePublic.com](https://www.answerthepublic.com) and search for what people are asking in your local market. If you're a coaching member, use TomAI to generate ideas and questions you'll answer in "talking head videos."
2. Break down your questions by theme or overarching topic. These will be the questions you answer during each YouTube video. Shoot for 5 to 10 questions for each video.
3. Use ChatGPT or TomAI to write a script for each video, answering all of the questions.
4. Install TubeBuddy to your browser to search for YouTube SEO keywords and help you write them into your video title and description.
5. Film several videos at once in batches.
6. Use Opus.pro to cut each video up by question and format it for Instagram vertical video.
7. Schedule each post out ahead of time.

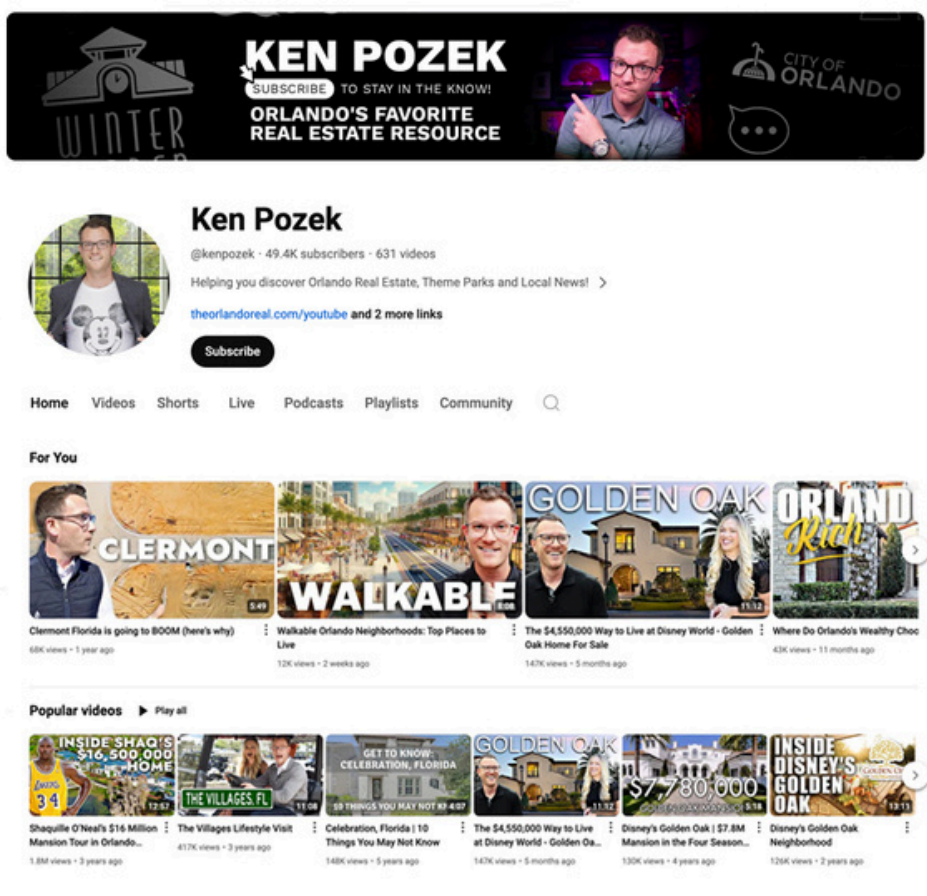


TACTIC NO. 2 (cont.)

Pro Tip

Follow Great Agents on Social

Ken Pozek, based in Orlando, has mastered the art of creating hyperlocal content. He converts his detailed YouTube videos into short, informative snippets for Instagram, effectively reaching and capturing the attention of his target audience.





TACTIC NO. 3

Run YouTube/Google Ads

You're in their voicemail. You're in their search. Now you want to be on their screen even when they're not searching for you. Make yourself unavoidable, almost like a sign from above, by utilizing video ads.

Here's how you do it:

- Visit Google Ads and create an account.
- Click on "New Campaign" and select "Create a campaign without a goal's guidance" for full control over your campaign's parameters.
- Choose "Video" if you're running YouTube ads. Select between skippable in-stream ads, non-skippable in-stream ads, or discovery ads based on your objectives.
- Set campaign name and budget. Decide on your total or daily budget to control your ad spend.
- Define targeting options. Set your language and target location (more on this below).
- Select demographics and audience segments (e.g., interests, keywords, placements).
- Name your ad group for organizational purposes.
- Refine targeting, choosing options like age, interests, and keywords relevant to your audience.
- Upload your video to your YouTube account (ensure it's unlisted or private if not public).
- Paste the YouTube URL into Google Ads to link your video ad.
- Customize your destination URL (e.g., a specific landing page or property listing).
- Set bidding strategy: Decide on a cost-per-view (CPV) bid strategy or a cost-per-click (CPC) if applicable. Enter the maximum amount you're willing to pay per view or click.
- Preview your ad to ensure everything is correct.
- Click "Create Campaign" to launch your ad.
- Use YouTube Studio and Google Ads analytics to track performance. Adjust targeting, bids, or creative based on insights and performance data.



TACTIC NO. 3 *(cont.)*

Pro Tip

Geo-targeting YouTube ads is the best way to ensure your ads are seen by the right people – homeowners in your local area. When defining your campaign goals, choose the "Locations" option to specify the geographic areas you want to target. You can enter specific countries, regions, and cities, or even set a radius around a particular location. Stay inspired and keep refining to reach your goals!





TACTIC NO. 4

Social Proof Postcards

One of the best ways to stand out in a sea of digital sameness is to jump out of the sea completely! People are receiving more emails and less physical mail than ever before. A well-designed postcard with a powerful message can make a big impact. Imagine the power of having your name and proof of your value sitting on someone's countertop, reminding them to reach out.

Shelly Sakala: Show Your \$\$\$ Value

SAME HOUSE. DIFFERENT REALTOR®.



1830 W FETLOCK TRAIL
SOLD by Other Agent **\$566,500**



1806 W FETLOCK TRAIL
SOLD by The Sakala Group **\$630,000**

The only difference.... THE AGENT & MONEY IN YOUR POCKET!
www.thesakalagroup.com

How we turned \$9,347 into over \$100,000

Prep & Marketing - 4 Weeks

- Miscellaneous repairs throughout the home and junk removal
- Home staged to show like a perfect model home
- Carpet replacement
- Interior of home painted
- 22 Point RMG Modern Marketing Plan
- Maximize home accessibility
- On Demand private showings
- Open houses
- Aggressive pricing strategy to maximize home exposure

THE RESULTS

- Over 100 people at the open houses opening weekend
- Sold for \$27,000 above asking and a record price in the community in 6 days
- 5,000 views on Zillow/Trulia/Realtor.com
- Listed \$888,000
- Sold \$915,000 (Record Price)**

What the seller of 15213 Lafayette Way is saying about the Robert Mack Group...

"Christian Darnas and the team at Robert Mack Group were so helpful in the sale of my townhouse. It was my first time selling a home so I didn't know what to expect. Christian helped me decide what improvements were needed to maximize my sale price. Kristy coordinated any work needed on my townhouse and Anne managed the closing process. Christian was a great advisor through the whole process and I wouldn't hesitate to have him represent me in a future sale or purchase of a home."

A home is worth what a buyer is willing to pay for it. The wrong agent and the wrong strategy will cost you thousands of dollars. **Call Robert Mack if you're interested in selling while the market is still in your favor!**

Who you work with matters!

Request your **FREE** home evaluation with **NO STRINGS ATTACHED** ➔



RMG | **fiv** realty

ROBERT MACK GROUP | REDDING, CA



TACTIC NO. 4 (cont.)

Robert Mack: Before & After Photos

Living Room - Before Junk Removal

Living Room - After Junk Removal

Living Room - After RMG Transformation

PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
CORONA, CA
PERMIT NO. 799

Let RMG put more \$\$\$ in your pocket...Call us today for a FREE transformation consultation!

Let the Robert Mack Group help you with your next BIG lifestyle change...

RMG
ROBERT MACK GROUP

fiv REALTY
Hesport Beach, CA

Robert Mack
Broker Associate
(949) 209-7309
robertm@robertmackgroup.com
www.robertmackgroup.com
CalBRE: 01734565

This is not intended to solicit listed property. If your property is currently listed for sale with a broker, please disregard. Equal Housing Opportunity.

How we turned \$9,347 into over \$100,000

Prep & Marketing - 4 Weeks

- Miscellaneous repairs throughout the home and junk removal
- Home staged to show like a perfect model home
- Carpet replacement
- Interior of home painted
- 22 Point RMG Modern Marketing Plan
- Maximize home accessibility
- On Demand private showings
- Open houses
- Aggressive pricing strategy to maximize home exposure

THE RESULTS

- Over 100 people at the open houses opening weekend
- 5,000 views on Zillow/Trulia/Realtor.com
- Sold for \$27,000 above asking and a record price in the community in 6 days
- Listed \$888,000
- Sold \$915,000 (Record Price)**

What the seller of 15213 Lafayette Way is saying about the Robert Mack Group...

"Christian Darnas and the team at Robert Mack Group were so helpful in the sale of my townhouse. It was my first time selling a home so I didn't know what to expect. Christian helped me decide what improvements were needed to maximize my sale price. Kristy coordinated any work needed on my townhouse and Anne managed the closing process. Christian was a great advisor through the whole process and I wouldn't hesitate to have him represent me in a future sale or purchase of a home."

A home is worth what a buyer is willing to pay for it. The wrong agent and the wrong strategy will cost you thousands of dollars. **Call Robert Mack if you're interested in selling while the market is still in your favor!**

Who you work with matters!

Request your **FREE** home evaluation with **NO STRINGS ATTACHED**



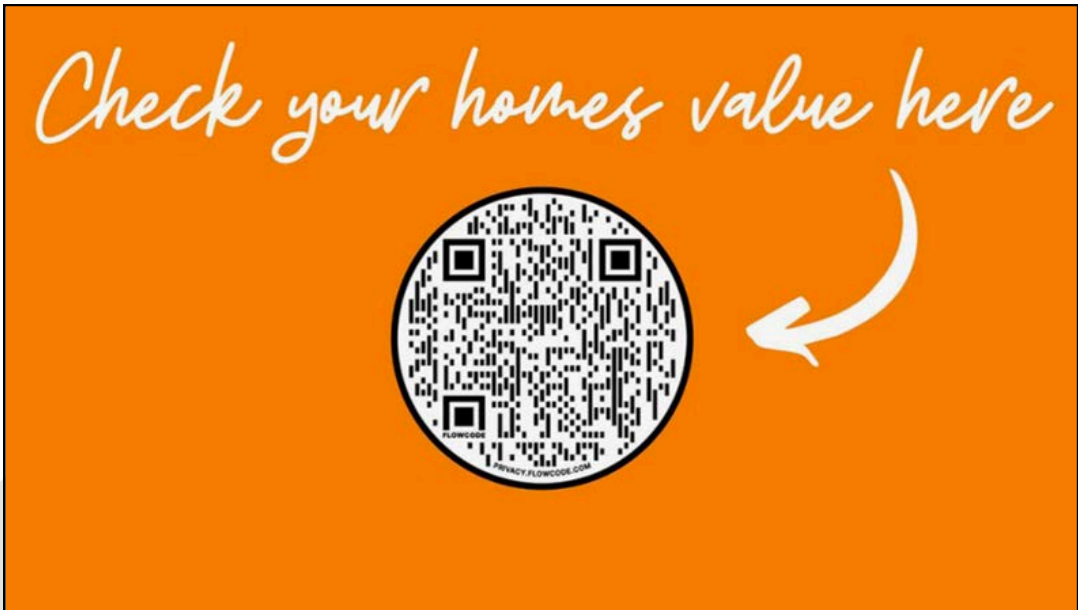
RMG
ROBERT MACK GROUP

fiv REALTY
Hesport Beach, CA



TACTIC NO. 4 *(cont.)*

Michael J Field: Keep It Simple & Raise Curiosity





Ensure your marketing and lead generation
never take a vacation even if you do.

**CUT THROUGH THE NOISE AND
ATTRACT MORE LISTINGS BY
BOOKING YOUR GROWTH
EVALUATION TODAY**

Ready to get
more listings?

BOOK MY ASSESSMENT

