

**+BONUS  
CONTENT**



# HIVEOLOGIE

Top 10 Ways  
to Attract Listings  
in Today's Market

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## TOP 10 WAYS TO FIND LISTINGS IN TODAY'S MARKET

Some of the listings fall within segments that you may not feel well enough educated about to serve fully. Divorce, investment properties, new home sales, distressed properties, etc all require a level of expertise to assist fully. If you need to learn more about any of these subjects we suggest finding a great course! But remember, nothing is more expensive than bad information. Seek out the best learning opportunities at [www.hiveologie.com](http://www.hiveologie.com).

### 1. YOUR PHONE

Ask everyone if they know anyone including past clients.

*"Hey, I just wanted to reach out and ask for help. I'm not sure you know what's happening in the real estate market, but it's crazy!! - Insert personal story, i.e. I just submitted an offer for my buyer and there were 16 other offers. Needless to say, they didn't get their offer selected, and I'd really like to help them find a home. - Do you know anyone that might be selling? If it's not right for my buyer, I have hundreds of colleagues that I could share that information with."*

## 2. YOUR SOI

(Hint: Sphere of Influence)

Your sphere includes people in your personal and professional network who find what we say trustworthy or people our clients and prospects find trustworthy. Your SOI might include doctors, lawyers, restauranters, store owners, bankers, insurance agents, financial advisors, friends, family...

Pick up the phone and reach out but be sure to add these folks to a regular drip campaign like your monthly newsletter and social media check-ins, too. Connect regularly and don't always have an agenda just keep in touch and try to be of service.

*"Hey, it's \_\_\_\_\_! I was just checking in with you to see how you're doing. Is there anything I can do for you?"*

*I also wanted to reach out and ask for your help. I'm not sure you know what's happening in the real estate market, but it's crazy!! - Insert personal story i.e. I just submitted an offer for my buyer and there were 16 other offers. Needless to say, they didn't get their offer selected, and I'd really like to help them find a home. - Do you know anyone that might be selling? If it's not right for my buyer, I have hundreds of colleagues that I could share that information with."*

### 3. YOUR NEIGHBOURHOOD

- FSBOs - Did you know that only 8% of sellers sold by owner during the pandemic but they left an average of \$80,000 on the table by not using an agent?
- Expireds - Want a unique approach? Try 3yr-5yr expired listings.

### 4. BECOME A COMMUNITY VOLUNTEER

Volunteering for local community groups helps build relationships based on a common goal. It's much easier to discover if they have any real estate needs because you have a relationship.

But also, you are demonstrating community leadership and you will be more front of mind when they are ready to transact.

#### Where to Volunteer:

- **Join your local Rotary Club.**
- **Join your local Chamber of Commerce.**
- **Volunteer at your children's, or grandkids' school.**
- **Get involved with your community's CERT (Community Emergency Response Training) program. This FEMA program educates and trains volunteers to make their communities safer, stronger, and better prepared to respond to disasters of all kinds.**



## 5. CREATE AN AGENT ARMY

Build a network to quickly find buyers and sellers – city wide; state/province wide; or national.

Do some market research to discover where buyers are moving from, and to where sellers are moving. Many moving companies publish annual statistics where you can find that information. Then reach out the agents in those areas and build your internal referral group.

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- **Connect monthly**
  - **Add value**
  - **Share success strategies with your referral partners to build name recognition**
  - **Create a map of all your referral partners and show prospective sellers your work ethic and reach**

## 6. DIVORCE ATTORNEYS

- Find all local ones
- Connect on LinkedIn and introduce yourself
- Send them a letter with a summary of your accomplishments
- Invite to a Video call to introduce how you can add value to them
- Show them your referral partners map

*It's a big market. Unfortunately, almost 45% of first marriages end in divorce in the US – that's nearly half of all marriages. Jumps to 60% for second marriages and 73% for third!*

## 7. DISTRESSED PROPERTIES

Categories of distressed properties:

### Natural Disasters

Earthquakes, floods, fires, hurricanes, tornadoes, mudslides, tsunamis, and volcanoes.

### Man-made Disasters

Mass shootings, explosions, pandemics, cyber-attacks, and chemical incidents.

Illness, Divorce, financially underwater, death, business interruption, and unemployment.

Many homeowners who experience any of these situations often end up dealing with a distressed property that may result in foreclosure. This is a sensitive and stressful situation that requires you to be knowledgeable and tactful with your approach.

Become knowledgeable on the specific types of disasters or situations that affect your community to be prepared to advise your clients. This opens you up to becoming the go to real estate professional in your community or to receive referrals.

There are many resources available through NAR, local associations, FEMA, and many other organizations that provide free information and downloadable materials that you can share with your clients.

Also, educate yourself on the foreclosure process to help educate potential or existing clients who may be faced with losing their homes.

By being “the Agent Specialist” your clients can go to when dealing with a distressed property, you are bound to grow your business.

- **Post tips for dealing with specific disasters or situations that may result in distressed properties on your social networks such as Facebook, LinkedIn, and Instagram.**
- **Host live virtual info sessions and invite speakers to discuss topics such as divorce, probate, etc.**
- **Require attendees to register for Zoom info sessions and immediately follow up with them.**
- **Identify NODs (Notice of Default) by working with your title rep, who can help provide this information or visit your county courthouse to obtain a list.**
- **Once you identify NODs, send a letter introducing yourself and telling them how you can help them.**
- **Follow up with a phone call.**
- **Doorknock them. Be ready to leave a postcard/ business card displaying your credentials and contact info.**



## 8. YOUR LOCAL BUILDERS (THAT DON'T HAVE ON-SITE SALES)

- Find all local ones
- Connect on LinkedIn and introduce yourself
- Send them a letter with a summary of your accomplishments
- Invite to a Video call to introduce how you can add value to them
- Show them your referral partners map

*"Hi, my name is \_\_\_\_\_ and I am a local RE expert. I'm reaching out to local builders because I can help you create more value in your home sales. My colleagues and I have a whole lot of buyers we need to find homes for and would love to share your listings with them. But to start I wanted to let you know you will be getting a little package from me with some recent accomplishments. I'll check in with you after."*

## 9. USE YOUR LOCAL TRENDS

- Trends include demographics, diversity, community and culture.
- This demonstrates your local expertise. You don't need to know everything. Focus on a couple facts.

### How to research?

- **Census data. Your local Economic Development office will have some data**
- **Local magazines have lots of content**
- **sometimes moving companies will publish stats**



## 10. INVESTMENT PROPERTIES

- They are great candidates! In most markets investment properties often remain strong regardless of market changes.
- Offer to do CMAs for each.
- Teach investment class to your past clients. Some of them may be looking for additional property.

### How to find?

**Your local property appraiser's website and/or your local title company may have lists of absentee owners.**



## BONUS!

### 11. YOUTUBE

#### **Consumers don't read - they watch.**

Consumers are researchers and are looking for expert advice well before they are ready for the home to be put on the market.

This video format with unique and local advice for sellers, on things they can't find elsewhere will spotlight an agent's expertise.

Short YouTube videos on things that sellers need to know about preparing to sell a home will be found by the Seller as part of their consumer journey.

YouTube is owned by Google and videos show up very easily in a Google search.



#### **For example:**

- **Content about what risks, and benefits can be realized by having smart cameras in the house**
- **What unique sign ordinances exist in the market**
- **How the HOA rules impact buyers**

**Hyperlocal and relevant content really plays out well in this technique.**

## 12. LIVESTREAM AMA

### AMA - Ask Me Anything Events

Set aside some time on a Sunday afternoon when people are at home and chilling.

Post social invitations “shareables” on the Wednesday and Saturday before the Sunday live Facebook event.

Then create a 15–20 review of what is going on in your market, why now is a good time to sell a home and what top 3 things sellers are asking you. [narrpr.com](http://narrpr.com) is a great source of data for this.

Then on Sunday afternoon present this information, take questions about the market and selling a home in the Facebook chat.

A modification of this is to do it on Zoom and require registration, but more sellers will show up if nothing is expected of them.

#### Hint 1:

- Shareables are invitations that you can post in your social feeds.
- The shareables invite everyone on Facebook, IG and LinkedIn to your livestream AMA event
- Create using Canva for cheap and cheerful tool.



#### Hint 2:

Pre-tape your presentation but still take questions live

### 13. HOMESNAP

#### How to discover sellers who are likely to list in the near future

A lot of agents have access to Homesnap, likely via your MLS, and don't even know it.

Homesnap has a predictive model component that allows agents to look at the heatmaps and discover sellers who are likely to list in the near future.

Remine.com and other services now have predictive model analytics that an agent can explore that will give you insight into seller activity before it happens.



**Homesnap.com:**

**Homesnap Pro is the agent's access to the real estate industry's national search portal, featuring accurate, real-time information.**

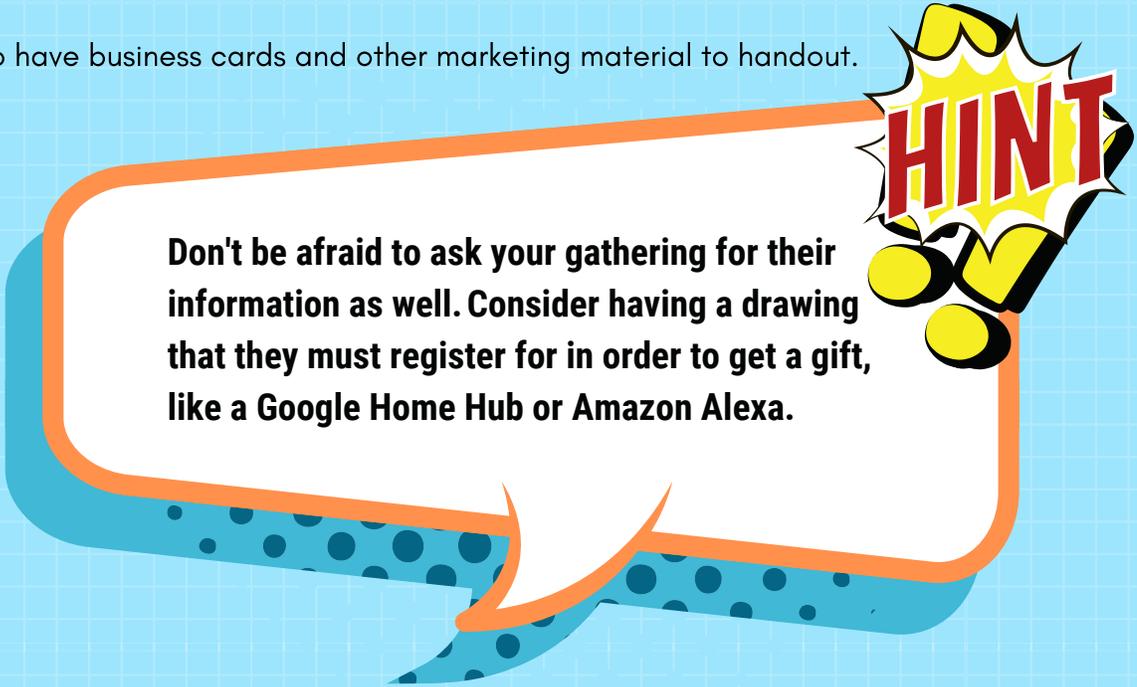
## 14. HOME SHOWS AND COMMUNITY EVENTS

**People are getting back out into the world and home shows, harvest festivals, garden shows are getting a lot of activity.**

Try hosting a vendor table and doing a mini presentation for those seeking to sell their homes.

Have a white board at your booth, list 15-minute topics you'll discuss every 45 minutes related to things that sellers need to know about selling their home. Then stand outside the booth and chat with the group that gathers for each 15-minute segment.

Be sure to have business cards and other marketing material to handout.



**Don't be afraid to ask your gathering for their information as well. Consider having a drawing that they must register for in order to get a gift, like a Google Home Hub or Amazon Alexa.**

## Thank you to our contributing Hiveologists:



**Debbie Z. Lattuga**  
Resident Hiveologist

[View My Courses](#)



**Amanda Hannon**  
Resident Hiveologist

[View My Courses](#)



**Matthew Rathbun**  
Resident Hiveologist

[View My Courses](#)



**CKM Solutions Group**  
Resident Hiveologist

[View My Courses](#)



**Sabine Steinbrecher**  
Chief Hiveologist