



How to be the buyer's choice in a seller's market: Experience Marketing for real estate



🔍 Realtors near me

Spartan Realtors

4.9 ★★★★★ (1,624) • Rating for Spartan Realtors



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Introduction

It's an exciting time to be a realtor. Historically low interest rates means that demand for new homes is sky high. Of course, the competition is fierce. It's been estimated that right now, there are [more realtors than open listings](#).

How can realtors capture this increase in demand without ceding ground to their competition?

Realtors need to ensure that they're meeting the needs and desires of potential clients from the moment of first discovery. Unfortunately this is not happening with regularity — [40% of Americans](#) say that buying a home is one of the most stressful events in modern life. As a result, new homebuyers are looking for realtors who can make their buying experience as seamless as possible.

To solve this problem, buyers/sellers are increasingly turning to Google search. [Google Trends data](#) shows that year after year, there's been an increase in potential clients searching for "realtors near me". Within these search results, potential clients can read reviews and find out which realtors are providing the best experiences.



It doesn't matter what methods you're using to attract new clients — high-rated competitors are just a few clicks away. To win in this new landscape and capture booming demand, realtors need to consistently deliver great experiences to their clients, then enable those clients to share their experiences. We call this process **Experience Marketing**.

In this guide, we'll break down how your team can get started with Experience Marketing and go through tips and best practices to help your team attract more clients and close more deals. Of course, there's one thing we want to show you before we get started — the price of not taking client experience seriously.





Experience Marketing gone wrong

Building an Experience Marketing strategy is easier said than done. Breakdowns in communication are unfortunately common, and these often lead to real damage to online reputation. This, in turn, can hurt your Experience Marketing efforts — studies show that [82% of clients](#) actively seek out negative reviews to get a better understanding of the overall experience they can expect to receive.

Let's look at a few real examples of bad experiences from buyers/sellers all across the country. We've changed the names of the reviewers to keep their identities private.

Will never recommend | **1.0** ★ [Report a problem](#)

★ ★ ★ ☆ ☆ Local knowledge
★ ☆ ☆ ☆ ☆ Process expertise
★ ☆ ☆ ☆ ☆ Responsiveness
★ ☆ ☆ ☆ ☆ Negotiation skills

They never answer phone calls, and it's so difficult to make an appointment. I tried to reach out to them hundreds of times but only got an automatic reply. None of their proposed time slots work. I can very rarely get on the phone with them.

In this example, the buyer reached out to the realtor but didn't get a response. Not only does the realtor lose out on a potential sale — they also end up with a negative review.



Lana Johnson

Unprofessional brokers. As buyers we blocked off time during this pandemic to see a house. When we got there, the selling broker double-booked the appointment, leaving us out in the cold with our baby.

These buyers managed to schedule an appointment, but they found that the realtor's time was double-booked. Now, the client is clearly frustrated and most likely will not move forward with this specific realtor.



Derek Dubliner

House sold. Agent, while nice, seemed to be handling a high volume (or it was their second job), so they were only able to provide a bare minimum level of service. There were a few failures to communicate and some shoddy work.

In this example, the buyer went through the entire selling process with the realtor. However, they're clearly frustrated with the subpar communication and feel dissatisfied with their overall experience.

Notice that these three incidents took place at different points in the home buying journey. However, each one was a bad experience that ultimately led to lost revenue and a negative review. This highlights a simple truth about Experience Marketing: to truly delight clients, realtors need to provide great experiences and seamless communication at every step of the home buying journey, starting from the very first touchpoint.



Meet your clients where they are

The first step to delivering great experiences to clients is to claim your profile on relevant sites where your clients are searching. After all, it's been estimated that [89% of homebuyers](#) start the process online. Here are a few sites where you should claim your profile for your business and individual realtors.



Google

Google is one of the most important review sites on the Internet. Google reviews are visible on Google search and Google Maps, so they're often the first impression clients have of your realtors.



Zillow

Zillow is the biggest online destination for homebuyers. Clients use the site to find listings and connect with local real estate agents.



Realtor.com

Realtor.com is the official site for the National Association of Realtors with a direct API to MLS ensuring listings are up-to-date by the second. It features specific rating categories for realtors such as market expertise, overall rating, and responsiveness.



Facebook

It's likely that your realtors are already actively posting on their Facebook business page. It's important to remember that Facebook isn't merely the world's biggest social network; it's also a valuable site for potential clients looking for recommendations on local businesses.



Birdeye

Claiming your [free Birdeye profile](#) gives you a higher chance of ranking in relevant search results. Birdeye aggregates reviews from sites all across the Internet, which means you'll be sending valuable signals of social proof to Google's algorithm.

Remember, it's important to claim your profiles for your overall brand as well as your individual realtors. This will give your team more reach in search results and help to crowd out competitors.

Keep in mind that your listing information needs to be consistent across all your business profiles. Minor inconsistencies in your business name, address, phone number, and other important pieces of information on different sites can lead to a penalty in Google search ranking. While keeping track of all of these listings manually can be difficult, [listings software](#) can help to streamline the process.

Once you've claimed your profile on these various sites, it's time to start collecting reviews.



Enable clients to share their experiences

To be chosen online, your team needs to take the right steps to enable existing clients to leave reviews. The more social proof that's available online, the more comfortable prospects will feel choosing one of your realtors. In addition, reviews are the **third-largest factor** determining your search ranking. Here are a few tips to help you rank higher in organic search results.

1

Make the process easy

Picture this: It's closing day — your buyers are about to get the keys to their new homes or your sellers are about to get a large wire transfer. After giving a thoughtful closing gift, one of your team members slides across the table and asks, "How was your home buying/selling experience?" Then, with Birdeye, you can send a text to your client so they can click a link and leave a review in less than 2 minutes. The vast majority of the time, your clients will be happy to take this simple step to reward your team's hard work.

Hi David, thank you for choosing Frontline Estates Group! Do you have a moment to leave us a review?
<https://bit.ly/3cYwTd9>



2

Be timely

Clients are most likely to leave a review when their experience with your team is fresh in their minds. We recommend sending a review request within a couple of days of the closing of the deal.

3

Send review requests to all of your clients

Don't let the fear of negative reviews prevent you from asking all your clients for reviews. A few negative reviews are not bad; in fact, they just show that all your reviews are authentic.

4

Automate the process

Closing a deal already requires significant work from your team. There's no reason to add the additional manual work of sending a review request. Instead, find software that integrates with the systems you're already using and sends review requests automatically.

The story isn't over once a client has written a review. To stay ahead of client opinion, it's important to proactively manage these reviews.



Proactively manage the conversation around your brand

Clients value the opinions and experiences of other clients. That means it's important to amplify positive reviews and mitigate the damage from negative ones. Here are a few tips for managing your client reviews.



Respond to every review

Be sure to respond to every review, positive or negative. It's an easy way to signal to potential clients that you're willing to provide great service in any circumstance.



Take negative reviews offline

When you do get a negative review, be sure to respond publicly and reach out to the client privately to resolve the issue. Most of the time, clients will be willing to edit or delete their original review if you handle their problem effectively and in a timely manner.



Use review response templates

Some teams don't have the resources to manually respond to every review. If you find yourself in this situation, find software (like Birdeye) with automatic review response templates for both negative and positive reviews.



Share your positive reviews

Great reviews highlight the fantastic experiences realtors provide. Chances are many of your team members have already built a brand around their immediately-trusted sphere and have created a loyal following on social media — Birdeye allows them to automatically share their reviews across most of their social channels.



Ryo Yamada

Ryan is awesome! He answered all my questions at every step of the process.

Reviews aren't the only way you can leverage the power of happy clients. The majority of your team's book is created by word-of-mouth referrals. Let's talk about how your team can better utilize their loyal sphere of influence through tracking and incentivization.



Turn clients into advocates

It's important to invest in building an effective referral program. After all, [41% of sellers](#) find their realtor through a friend or family. Here are a few tips to help your referral program convert better than ever.

1

Nurture your existing relationships

The more you nurture your relationship with your existing clients, the better chances that you'll get a referral. After a deal is closed, keep in touch at least once a month. Check in with the family and ask them how they're doing on a regular basis.

2

Find an incentive that works

Experiment with different incentives to find out what works best for your client base. Of course, it's important to keep in mind that your state may have regulations on client gifts. After you speak with your team about what is/is not allowed, try different gifts for your clients such as a bottle of wine or even a simple thank-you note. Keep track of which incentives drive the best results.



3

Get started with a digital referral program

Your clients love you — make it easy for them to refer their friends and family. Birdeye allows you to launch a digital referral program that gives your happy clients an extremely easy way to spread the word and help grow your book.

Reviews and referrals are a great way to spread brand awareness. The next step is to make sure that it's easy for your client to schedule their first listing appointment or showing.



Share the love, refer our business to your friends!

Share the love and introduce us to your family, friends and colleagues!



Share as Text message



Share on Facebook



Share as Facebook Message



Share as Email



Share your Personal Link



Enable seamless communication from day 1

Realtors are spending most of their time working their current book while managing existing clients and trying to find creative ways to grow their online presence. To drive results, it's important to give potential clients an easy way to get in touch with your team. If you aren't available and you haven't built a relationship, they may begin to search for alternatives. Here are a few tips to enable seamless communication from the moment of first discovery.



Offer live chat




Instead of only providing clients the option to email or call, offer a live chat widget on your website for instant communication. This will help your team collect more qualified leads. Studies show that [49% of the leads](#) that come in from live chat are passed on to agents and become a qualified buyer/seller.



Get started with chatbots

If you don't have the resources for 24/7 live chat — don't worry. A chatbot can be implemented on your site and programmed to automatically answer frequently asked questions from potential buyers/sellers even while your team members are busy at listing appointments.


Frontline Estates Group

Mark Sara Michael

Should I get a home inspection?

We highly recommend that all of our clients get a home inspection before selling their current home. This can help you identify potential issues before they come up later in the process.

 Robin



Schedule appointments

The sooner you can schedule a listing appointment, the sooner your team members can earn a commission check. Birdeye's chat widget allows you to capture potential clients' names/emails/phone numbers so you can get in contact with them in an instant.

Buyers/sellers expect realtors to have the answers to their questions instantly. That means that more often than not, texting is their preferred method of communication.

Hi there!

Questions? We're here to help!
Send us a message below.

Michelle Smith

(415) 872-9661

2132 Fillmore St, San Francisco



I saw that you have an open house this Saturday for a house in Dolores Heights. What times are available to stop by?





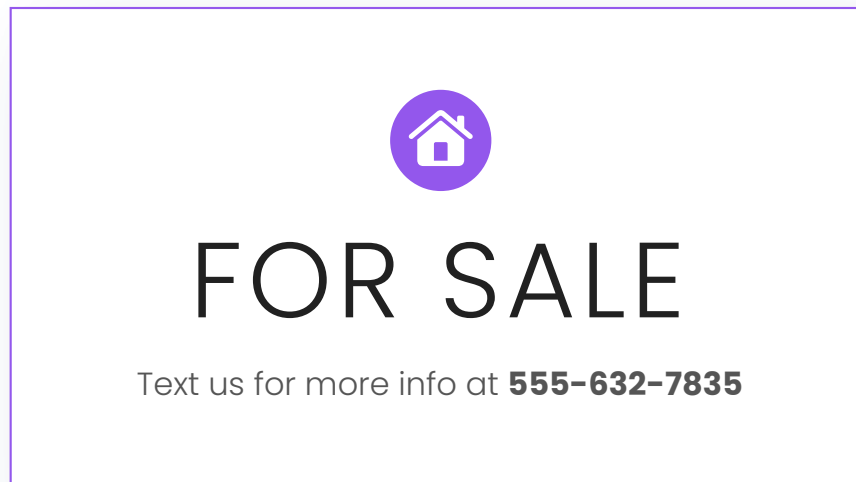
The future is mobile

Great experiences require seamless communication and right now, the quickest way to get in touch with clients is through text messaging. According to the National Association of Realtors, [62% of clients](#) want their realtors to stay in contact with them via text. Here are a few tips for building a texting strategy.

1

Add your cell/QR code to 'For Sale' signs

To collect more phone numbers from your prospects, include a number to text on your 'For Sale' signs. This can help you grow your text database, which you can use to promote new listings and upcoming open houses.





2

Use text messaging to connect with existing clients

Text messaging can also be used to nurture your relationships with existing clients. You can send texts to remind clients of upcoming appointments and give them well-wishes on their birthday.

3

Text clients from your landline number

Texting a client from a phone number that's different from the one they see online may lead to confusion. To prevent this from happening, find software that can integrate with your landline phone so that you can centralize all your communications.

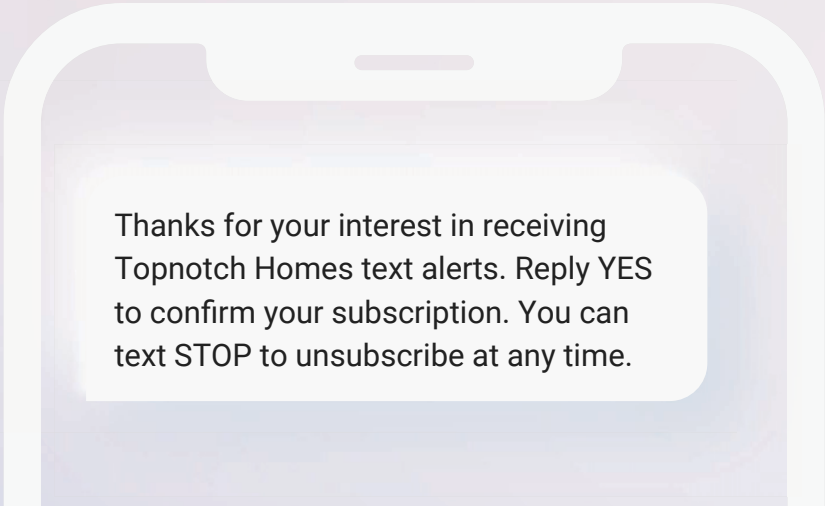
Hi, I was wondering if the 1-bedroom at Pacific Apartments is still available? I want to schedule a tour of the apartment.

Hi there! Yes, the 1-bedroom is still available. I'm scheduling in-person and virtual tours for the next few days. Are you available tomorrow?



Pro tip:

FCC regulations state that when you send mass text messages, you must ask for opt-in and give your prospects the opportunity to 'opt-out'. Send an initial message that looks something like this and include an option to unsubscribe from text messages.



Thanks for your interest in receiving Topnotch Homes text alerts. Reply YES to confirm your subscription. You can text STOP to unsubscribe at any time.

Text messaging is great for short updates, but lengthier conversations usually require a different medium: video.



Embrace video

After the onset of COVID-19, video became a regular feature in the lives of clients. Even after the pandemic becomes a distant memory, video can continue to be a valuable part of your selling process. Here are a few tips to help your team leverage video to the fullest.



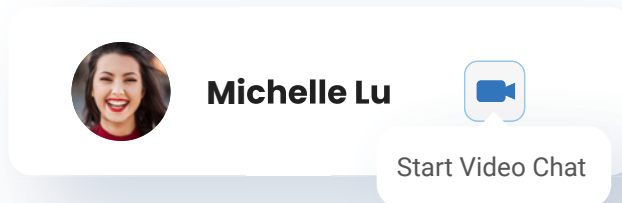
Send a personalized video message

Aaron Novello, team lead at the Novello Group, sends a thank you video to every new client. It's a great way to show right away that your team is dedicated to providing fantastic service.



Conduct virtual open houses

Before COVID, agents used FaceTime/Zoom to sell international clients. Now potential clients expect real estate agents to have the ability/skill to show homes virtually. Birdeye simplifies this process for agents and clients with our easy-to-use video call feature.





Schedule video appointments

While there's nothing wrong with a phone call, video allows clients to see your team's facial expressions. This can eliminate the potential of miscommunication and help clients build a closer relationship with your team.

Pro tip:

Some of your clients may not have a smartphone with video chat functionality or a desktop with a camera. If you find yourself in this situation, there is a solution. Birdeye's Video Chat software allows your clients to join a video conversation with one click — *no download necessary!*

Staying on top of website chat, text messaging, and video can be a lot of work for your team. Let's break down how you can build a communication strategy to stay on top of all of these mediums.



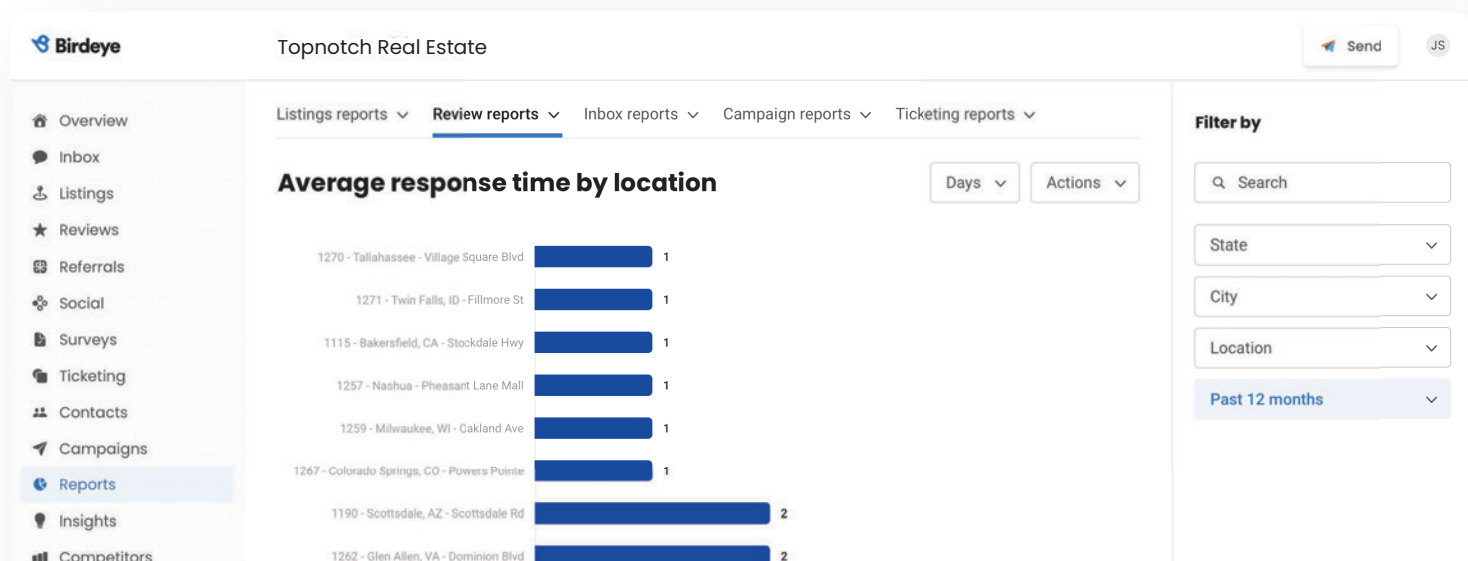
Building a winning communication strategy

Communication is key to any successful home buying/selling experience. Still, it can be difficult for your realtors to manage *all* of their interactions with clients. Here are a few tips for managing client communications.

1

Measure communications across locations

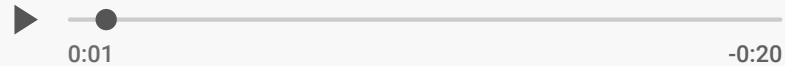
You can't manage what you can't measure. To make sure your team is communicating with your clients effectively, it's important to analyze statistics about response times across different locations. Get started with a software like Birdeye that gives you easily understandable reports on how long different locations take to respond to client messages.






Invest in Receptionist software

Responding to every call from clients and prospects can be difficult. That's why it's important to invest in [Receptionist software](#) that can send an automatic text to customers after a missed call and ensure their requests and questions are being answered in a timely manner.



 **Voicemail:** "Hi, I was wondering if the listing on 25 Esperanza Court is still available? Thanks!"

We've received your message and will text you back as soon as possible. In the meantime, you can text us questions and updates on this number.

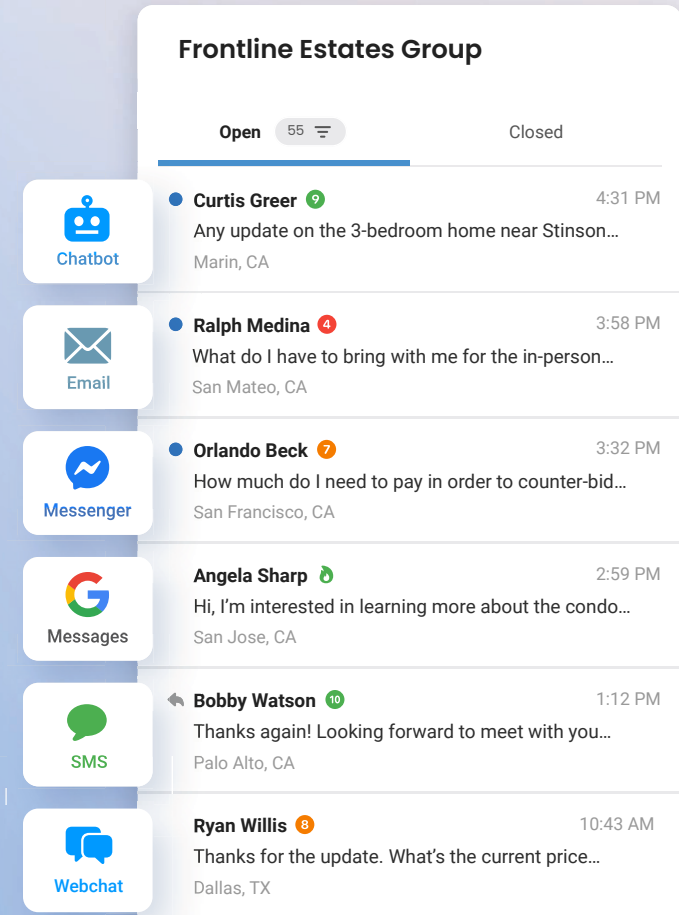


3

Get started with a Unified Inbox

Your clients may contact your team through channels such as Facebook Messenger, Google My Businesses messaging, text messaging, and website chat. With so many different channels to pay attention to, it's easy to let these messages slip through the cracks. However, with a **Unified Inbox**, your team can see all messages in one place and respond as quickly as possible, without needing to login to individual communication platforms.

As you know, some breakdowns in communication are inevitable. What's important is how quickly you can identify real operational issues and make changes accordingly.





Put your finger on the pulse of client sentiment

No matter what your tech-stack looks like, a few bad experiences are bound to happen. What's important is that you collect feedback to prevent these issues from reoccurring. Here are a few tips for collecting surveys to improve the overall client experience.



Keep your surveys short and sweet

The longer your survey is, the less likely your clients are to complete it. Keep your surveys focused with a few key questions. Ideally, a survey should take less than 5 minutes for a client to complete.



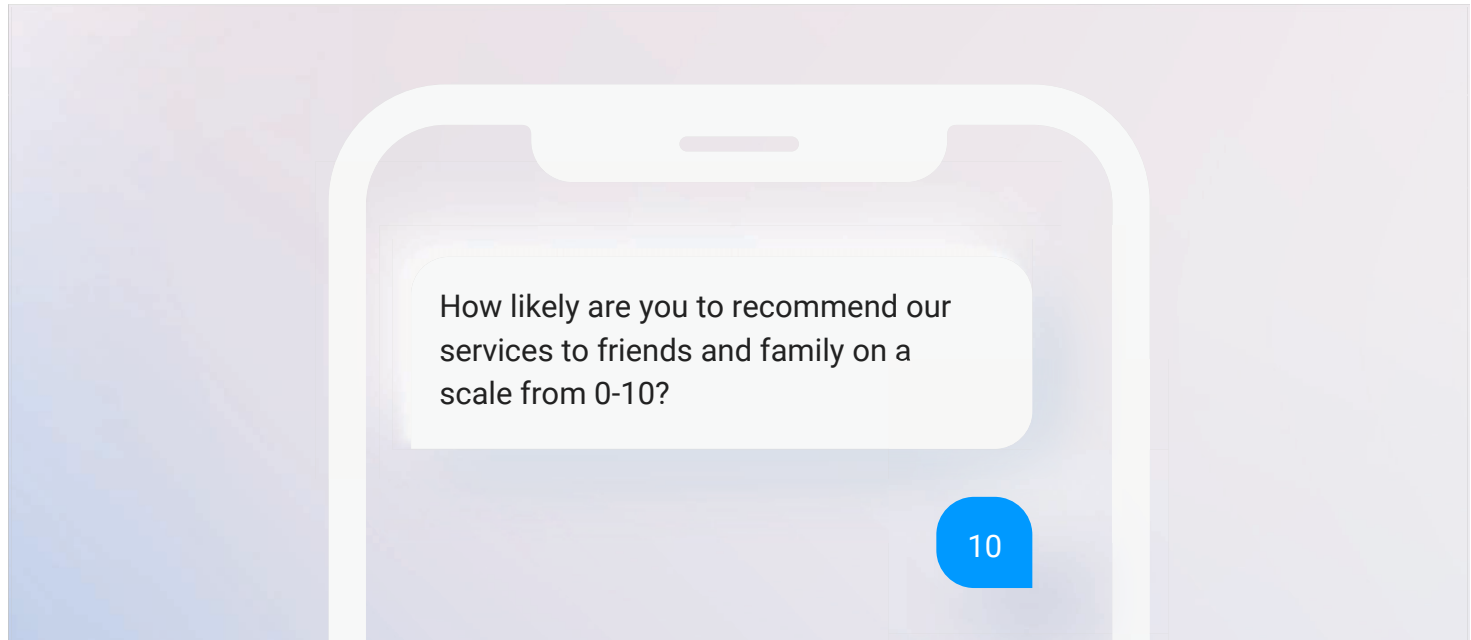
Keep track of Net Promoter Score

Be sure to track Net Promoter Score (NPS). This is a simple score on a scale from 0-10 that measures overall client sentiment and gives you insight into whether your team is consistently delighting clients. As an added benefit, you'll also be able to easily identify clients willing to give a referral.



Send regular Pulse Surveys

After a listing appointment or showing, you can send your buyer/seller a quick [Pulse Survey](#) via text. This will double your response rate and give your team members instant feedback on what they need to improve on in the future.



Track reviews and surveys in one place

Find a platform that allows you to track all your client feedback from reviews and surveys in one location. This will allow you to get a comprehensive view of client experience and save your team time by eliminating the need to flip between different platforms.



Get started with Birdeye, the #1 Experience Marketing platform

If you're looking to get started with Experience Marketing, consider Birdeye. There's no other platform on the market that covers every aspect of Experience Marketing. Birdeye's all-in-one Experience marketing platform is used by more than 60,000 businesses and thousands of realtors. Birdeye enables your team to fix listings, collect reviews and referrals, interact with clients through mass texting and website chat, and send in-depth surveys in minutes.

From the day you partner with Birdeye, our team will give you the support you need through every step of the process. When you get started with Birdeye, we'll pair you with a personal Implementation Manager who will help you get the platform set up according to your unique business needs. We'll make sure that your team has the tools they need to succeed, no matter how many users are leveraging the platform.

Birdeye is easy-to-setup and easy-to-use. That's part of the reason we've been named the #1 Experience Marketing platform by G2 based on thousands of third-party reviews.

Want to join the thousands of other real estate businesses leveraging the power of Experience Marketing?

Schedule some time to speak to one of our Experience Marketing Specialists and learn why more than 60,000 businesses trust Birdeye. Send us an email at sales@birdeye.com, call us at **1-800-561-3357** or visit us at birdeye.com.