

7 Lead Magnets for Realtors



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FAMOUS



What exactly is a Lead Magnet?

A Lead Magnet is something you can offer potential clients (The 'leads') in return for their contact information. Its goal is to maximize the number of leads you get in exchange for your Lead Magnet.

In order for a Lead Magnet to work, it needs to follow certain rules:

1. It must be designed with its exact audience in mind. If you're trying to find Listings that are in the Half Million Dollar range, then creating a Lead Magnet that talks about Foreclosures isn't going to get you very far.
2. The Lead Magnet must be easy to consume - so, the potential client needs to feel an almost immediate sense of gratification - something that takes more than five minutes to deliver the desired result is probably too long.
3. Lead Magnets must be as specific as possible. For this to work, you need to offer a specific solution to a specific problem for a specific section of your target market.
4. The Lead Magnet must only talk about ONE thing - lots of little bits of information about diverse topics are far less effective than a comprehensive study of one topic.
5. The Lead Magnets must offer your potential clients a HIGH PERCEIVED VALUE. They need to look good and contain useful, valid content.
6. You need to generate some 'FOMO' (Fear of Missing Out) in your potential clients. A time limit, an availability limit - something to install a sense of urgency in people and encourage them to take action.
7. The Lead Magnet must inspire the potential lead to WANT to become a client.

Below are seven Lead Magnets that work REALLY well for Realtors.

A Guide or Report

Reports and guides are very common amongst Lead Magnets. They don't need to be particularly long, but they do need to be extremely specific. A local market guide is a perfect example. Another idea is to offer a Housefax Report to all serious homebuyers.

Alternatively, include specific teaser content about the property: "This home has an outside kitchen to die for - Contact me and I'll show it to you!"

Video Training

If you have something useful to share with your prospective clients, then video is an extremely effective way to deliver your Lead Magnet. Not only that, but it can be used in its entirety, or as an excerpt as an Ad on Facebook - and one that gives you a huge amount of retargeting options. Videos are personal and offer high impact: they show potential clients that you are a technical expert - which means that you'll be able to show their house to potential buyers in innovative and interesting ways - meaning you sell it for a higher price, faster.

Cheat Sheet or Handout

Cheat sheets and handouts also work well as Lead Magnets. These are less formal than reports or guides, but can be just as useful. They are typically short (one or perhaps two pages) are straight to the point. For example: Seven Questions to Ask your Home Inspector.

Toolkit or Resource List

A toolkit or resource list can be a powerful Lead Magnet for real estate agents. Search for articles about Topics such as 'Don't go to an Open House without these essential items' and then repurpose them. If you have time, collate a few articles into one and turn it into a PDF download. Make sure you add your agency name and contact details in case the person who downloaded it liked it so much, they shared it.

Assessment/Test

An assessment or test, with the results delivered online to maximise your lead's sense of instant gratification, can make a fantastic Lead Magnet. E.g Are you ready to stop renting and buy your first home? Take This Test now! Any of the quiz or survey tools mentioned elsewhere in this document be used to create this.

Quiz/Survey

Create a quiz or a survey, and deliver the results via email (meaning your prospect has to give you a VALID email if they want the results). This is a great, fun way to generate new leads. A funny quiz will have a very high completion rate. If you have a WordPress website, you can use a quiz building plugin like Viral Quiz to create these quizzes. Otherwise, you could look at QuizFunnels. With quizzes, you can reasonably subtly extract a lot of useful additional information from your lead. If you can base your quiz on a specific event or holiday (e.g Christmas) then it might even go viral.

Contests

Who doesn't love to win something? Contests are easy to create, but remember, participation will depend heavily on the prize you are offering. If you'd like some more ideas, check out something along the lines of Contest Domination or one of their competitors.

Learn More

If you'd like to find out more about how you can use Lead Magnets combined with Facebook advertising to build your very own Lead-Generation MACHINE, then check out:

<https://g4realty.com/facebook-for-realtors-get-real-get-results/>