



# Identifying your ideal buyer

## WHERE

Now, this is a little more complicated than the sellers - listings stay put in a geographical sense, but buyers themselves can come from all over. The first thing you need to do is to identify the areas in which your ideal LOCAL buyers currently reside - you could do this by Zip Code, or town (+ up to 50-mile radius around it).

## WHY

Then, you need to think why people might be moving into the specific area you work with: Retirement? Job Relocation? Which Firms are hiring in town? Where might your Buyers come from, region-wise?

Now you need to think about is why your potential Buyers might want to move WITHIN your Listings area. Have they had some kind of life event that would trigger them moving up or down? Might they be getting divorced, might they have retired, might they have just got married or are they relocating for a new job? What reason do they have to move house right now?

HOW OLD? - How old is/are your Seller(s)  
(Tick all that apply)

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and Over

WHO? - is your customer male, female, neither or both?  
Does it matter?

- Male
- Female
- Neither
- Both
- None of the above
- Doesn't matter

## SOCIAL

Then you need to consider where your Buyers go when they leave their houses. Do they interact with specific businesses, schools, golf clubs? Are there any large churches within the Zip Codes that you have identified above? Restaurants? Bars? Clubs of any sort? Write a list of where you might bump into this ideal client.

## BRAND

Then, and this is a bit of imagineering on your part at the moment, but is still important, what type of brands might they be interested in? Are your ideal buyers more Kmart, or Pottery Barn? Do they read the Financial Times or the National Enquirer? What kinds of car do they drive? What hobbies do they have?

FINANCIAL - How much is your customer's household income per year (in \$)?

- |                  |                   |
|------------------|-------------------|
| < 5,000          | 50,001 to 60,000  |
| 5,001 to 10,000  | 60,001 to 70,000  |
| 10,001 to 20,000 | 70,001 to 80,000  |
| 20,001 to 30,000 | 80,001 to 90,000  |
| 30,001 to 40,000 | 90,001 to 100,000 |
| 40,001 to 50,000 | > 100,000         |

## FACEBOOK RELATED

What pages they might they follow on Facebook itself? Are there any 'Moving to <insert your town here>' Pages? Or A House Movers Page? Make a list of all the pages that your ideal buyers might follow.

## DEMOGRAPHIC

Finally is there some kind of demographic that your ideal buyer would fall into, are they a high net worth individual, do they earn over a certain amount or do you work with first-time buyers or are looking for people who might be having problems with their credit report at the moment?

## EXCLUSIONS

Just as important as the people that you want to include in your audience, are the people you want to leave out. Make a list of all the reasons you wouldn't want to work with potential clients e.g They weren't qualified for a mortgage, they're in a lease that doesn't run out for another 8 months? They've just lost their job, or left their job? What reasons do you have for not wanting to work with someone?

## TIMINGS

Is there a timescale that drives your Real Estate Sales? Do you already know when your busiest months are vs the ones where you can relax a little more? Would your clients be driven by moving in time to get registered with a new school? Would they consider selling just before the Holidays? Is there some kind of flow and ebb of people moving into and out of the area for some reason? e.g College Timetable, a large expansion of business? Business closing etc? Whats going on around you and what could have an effect on the sales of Real Estate in your area?

## CONCLUSION

All of the above information is directly translatable to the Audience Targeting that is available at the Ad Set level of your Facebook Ads Manager. To use it, just take each of the above sections in turn and try to find the information you've identified in this worksheet in the detailed targeting section of the Audience Targeting setup.

You may not find it all, or you may need to think slightly laterally. But by layering up all of the associated interests that your Ideal Sellers might have, you should be able to build up a highly targeted audience to whom you can show your adverts. This increases your chances of success exponentially, while reducing your advertising costs to a minimum.

If you'd like to find out more about how you can use Facebook Advertising to build your own Lead Generating MACHINE, providing Leads that are qualified to YOUR personal requirements, then you might be interested in a course we are currently offering:

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

Wishing you the very best for your Real Estate business,

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