

**REAL ESTATE  
BUSINESS:  
How Internet  
Can Give You  
The Expected  
Success!**

In the last generation, they only had two (2) nets, the one fishermen use and the one spiders weave. But in recent times at Internet available has torn out the world and created huge market place for every Business person, be it in product or service.

The **history** of the **Internet** begins with the development of electronic computers in the 1950s. Initial concepts of packet networking originated in several computer science laboratories in the United States, United Kingdom, and France. ... Commercial **Internet** service providers (ISPs) began to emerge in the very late 1980s.

Its effectiveness was felt in 1990 when all the test ran through in the process became successful. Not to bug you with the stories of how the internet was formed, I am sure you ain't interested in that.

Are you?

Anyways, that is a lecture for Computer science students, I know why you are here, and it is to understand and master how to use the Internet for your Real Estate Business and to create a good success with the strategic implementation of the tools I will share here with you.

This is going to be very short and straight to the point..



Real estate business is highly competitive, and these days you'll need to be an expert online to set yourself apart from the pack. According to a Real Estate study, shows that, 92% of buyers use the internet to begin their house hunting quest, driving home the vital need for real estate agents to have an active online presence.

If you're not active, engaging, and networking online, then you're missing out on potential client hugely. This 3rd millennium has witness the development of technology immensely and everyone has embraced this innovations. For any real estate business not to go off the cycle, there should be essence of leveraging on the internet.

For The millennial Client, the internet is not only part of their process, but it's their first step, as well as where over half of these clients find their homes.

Although, there have been quite some websites put up by Real estate Agents/Consultants to promote their Real Estate Businesses, but I can tell you from a professional angle that it was a wrong investment.

First, I will advise you not to make such a wrong investment...

Yes, you cannot do without a Website while leveraging the internet for your Real Estate Business, at the same time, you don't need a website that displays properties and different flyer designs...

If you trade in that part, you would succeeded in entertaining your visitors with beautiful designs, but no conversion...

What you need is not a website; you need a Marketing System...

I will write more on this as you read down...

## **SO YOU ARE READY TO TRANSFORM YOUR REAL ESTATE BUSINESS THROUGH THE INTERNET?**

70% of people leveraging the internet presently for their Real Estate Business are doing it wrongly... In fact they are spamming and I can tell you that from my research, they have not made head way through it.

Do you think the people they need aren't online?

No, they are very much there, but they are not speaking their language and they are appearing with a wrong strategy.

Something like: Become a Landlord in Lekki with just N600,000. Save N400, 000, buy a plot for N600,000. Huh!

No one is respnding, the highest response they have gotten is weldone or you are doing a good job... And that comment is from their close friends on Social Media...

Was that the essence?

Hey! I know it wasn't; besides such comment adds no value to your Bank account. How long will you continue in this wrong approach...

You have 5000 Friends on facebook alone, 5000 followers on Twitter and many on LinkedIn, stacking over N2million in their Bank account, yet your Lands per plot is just N600,000.

Why haven't they considered buying from what you have been posting since?

**FROM THIS MOMENT, STOP THOSE SPAMMING POSTS!**



## **Here are Some Ways to Transform Your Real Estate Business Using the Internet.**

Before I list out the major things, first note that nobody wants to be sold to, but they still buy afterwards. Therefore the strategy for approach should be thought deeper than the channels for the approach.

We have countless number of channels at the moment, but not all is necessary, and nobody on those channels came online to read advert content.

Everyone on Social Media came to have fun, entertained or educated. Therefore, your daily come and buy Lands, Properties, Housing and more automatically places you as a one of the his contact who disturbs his timeline with unnecessary content.

Really?

Is that really an unnecessary content?

It should be the best shared content, I guess? Showing someone cheap or affordable Lands/property so to say and he chooses to label it disturbances. Who wants to be a tenant forever, is that not an opportunity for him to get his on house?

But you went to him in a wrong way...

**To maximize the Internet for your Real estate Business, you need these as soon as possible:**



## **1. Creation of a Marketing System (Not Just A Website)**

A website address is just like a workshop or a business place, where you literally showcase all your products or receives your client. Your potential clients would have access to all your resources, information, and offers. Website is so essential in running your real estate business, but that is for your existing clients...

To capture and convert new prospects to clients, you need a good marketing system. A good marketing system has the following integration:

### **Digital Funnel**

Every advert rolled out without a funnel is already a total waste of funds. Irrespective of the offer, you should understand the reasoning of people in your targeted region. We will integrate an attractive funnel with a strategic concept to capture every lead and deliver other process accordingly. In this part of the world, an average person is willing; but will not act immediately until fully convinced. Without a unique Funnel, potential clients are lost daily as your retargeting may not yield the result your indoctrination will.

### **Digital Automation**

For your website to be effective, it has to be able to deliver in your absence, that is automation system must be integrated to handle your communication, engagement and feedback, while your traffic efforts are delivering through your Funnel. The immediate yes response you expect from your prospect can be easily achieved by the integration of Digital Automation which helps in communicating with your Prospect in your absence, even at midnight, exactly as configured to deliver.

### **Engagement System**

If you've had a website for your Business before now, but didn't renew it at the end of one year, it means it was not productive. 8 or 10 Businesses with website don't make head way with it... The essence of your website is not to write long message about how long you've been in Business or the number of awards you've won in Business. The number one essence of your Website should serve as a Marketing system. It should be able to engage your audience and present them vividly with their solution, while you concentrate on building your business. Your Prospects are first strangers before they become prospects after engagement and later clients when they find out their solution with you.

### **Mobile Responsiveness & Application**

In this era that Proliferation of Mobile devices is beyond record and Nigeria has become the largest mobile market in Africa, therefore if your website (Marketing System) is not mobile responsive is already a lot investment. The necessity for owning a Mobile Application can't be

overemphasized, although a lot of people have made it look like it is a very big deal to own a Mobile App for your Business. With us, your budget will give you a complete system.

### **Strategy for Social Media Prospecting**

Most Clients are active Facebook users, with the average user spending over 30 minutes per day. Nowadays leads are also active on Twitter, Instagram, Snapchat and Pinterest. Everyone who wishes to run a successful real estate business and hope to build a relationship with prospective client have to embrace social media marketing.

Millennials are the most active Facebook users, with the average user spending over 30 minutes per day. Today's leads are also active on Twitter, Instagram, Snapchat and Pinterest. Agents who hope to build relationships with these prospects have to embrace social media marketing. This not only means posting engaging content and establishing yourself as a resource on these platforms, but also becoming more data-driven about your outreach. Using social media

marketing tools, agents can now track conversions and click rates to turn cold leads into warm leads and learn about the people they are marketing too. This represents a significant improvement over archaic methods, like sending postcards.

However, no-one wants to be blatantly advertised to, especially not on social media. Potential buyers are more reciprocating to agents that promote their brand by creating an authentic voice and focusing on sharing interesting content. Paid marketing campaigns that include relevant, high-quality, informative content are essential for generating and converting leads.

### **But Communication strategy is key!**

If I were you into a Real estate Business and I am targeting you as a prospect, I would use any of the following content:

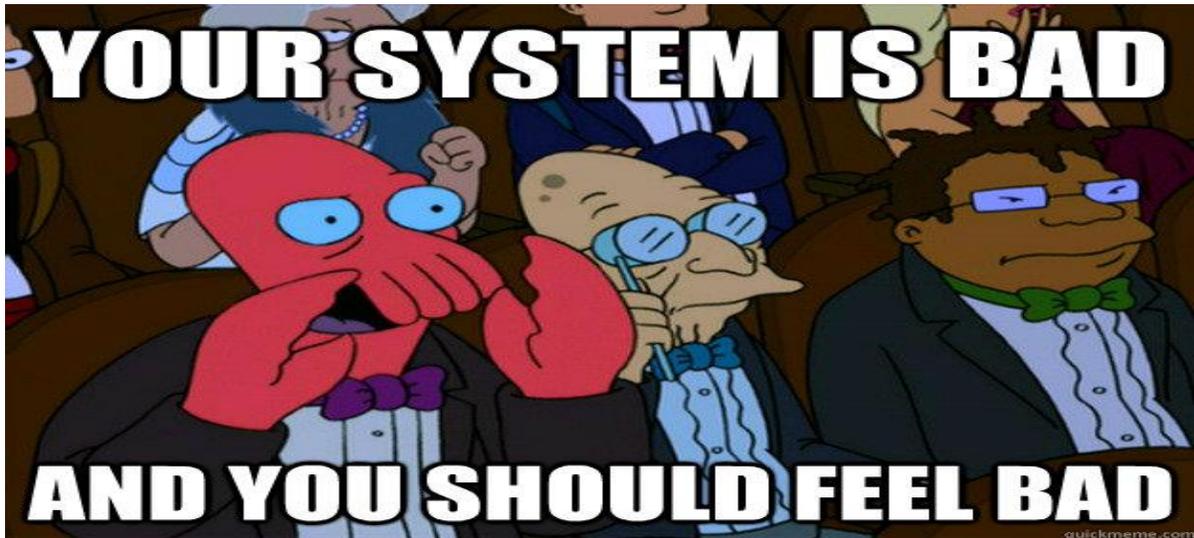
BUY AFFORDABLE LANDS IN LEKKI OR BECOME A LANDLORD, Ibeju lekki is the new Lagos, don't miss the opportunity of becoming a landlord, Many years ago, Victoria Island was like Lekki, today see the difference.

If you are driving a Range Rover and Landcruiser and still have a landlord, you need deliverance.

Do not waste money on liability, invest on asset today, buy a land in this and that estate...

Those are all wrong strategy for communicating sales...

You are insulting, or trying to tell them how to spend their money... They hate it...



To gain a yes while prospecting, you need to implement the following structure:

1. Rapport
2. Build Trust/Confidence
3. Communicate Information
4. List out problems
5. Suggest Solutions
6. Bring in a Call to Action to has Urgency and a little Threat

Developing a content that goes along in the structure above doesn't need any element of selling. Example like this can server:

### **THE BEAUTY OF IBEJU LEKKI BY 2020:**

Hey! Don't tell me you are not aware of what's been going on around Ibeju Lekki in the last 3years. At first I disagreed vehemently, until I decided to go see things for myself.



Huh! Dangote's refinery is almost completed and lots of other developmental factories around the environment.

There's no doubt Ibeju Lekki will become the new Lagos in the next 5 years.

But, let me advise you, do not rush to buy any land there...

Keep your money until you understand these implications and how to handle them. (State the implications) (This will help you build trust)...

Although, it is the best decision now if you have up to N600,000(Depending on your Property's cost) in your account. You will be very glad you did by the time investors or even workers start looking for apartments around there...

Guess what?

You can equally become a tenant landlord... The Ibeju may look far from you, but your tenant's payment can fund your rent in your chosen residential location.

From experience, I am convinced it is the best kind of investment anyone can make now... Your N600,000 investment will be worth over N6million in 3years' time...

How do I know?

Four years' ago, Lands were sold for N100,000-200,000 only, but today, the least is within N600,000.

The only way it will bring regret is when you make a mistake of buying from the wrong hands that do not have the following documents:

(State The documents)...

By the way, get this guide on how to identify a unique and ownership proven lands within (mention the location)... (This means that you develop a short eBook for them to download when they drop their information, like e-mail address, phone number and name.

With the dropped information, you will know people who are interested in your getting a landed property and do your follow up, by continuing your relationship building without sales... Until they start asking if you have anyone you can recommend or if you have a landed property for sell, with these questions, you have won clients already...

### **Leveraging on important Internet Tools**

Potential buyers are more reciprocating to agents that promote their brand by creating an authentic voice and focusing on sharing interesting content. Paid marketing campaigns that include relevant, high-quality, informative content. All the features are essential for reaching out with more potential client.

88 percent of clients use an online website and 50 percent search from mobile devices. To capture and retain their interest, agents have to offer helpful online resources that fulfill the desire to search independently and acquire information.

According to the National Association of Realtors, 83 percent of buyers find including photos improves listings and 79 percent find detailed information about properties to be useful. Interactive maps, virtual tours, neighborhood information, and video are also beneficial additions to their buying decisions. Today, buyers want to have control of their search based on specific parameters and efficiently compare different options. A dynamic website that offers tools to effectively inform the buyer of prospective properties that fit their needs is a critical part of the modern real estate sales process.

## **Leveraging on Mobile device**

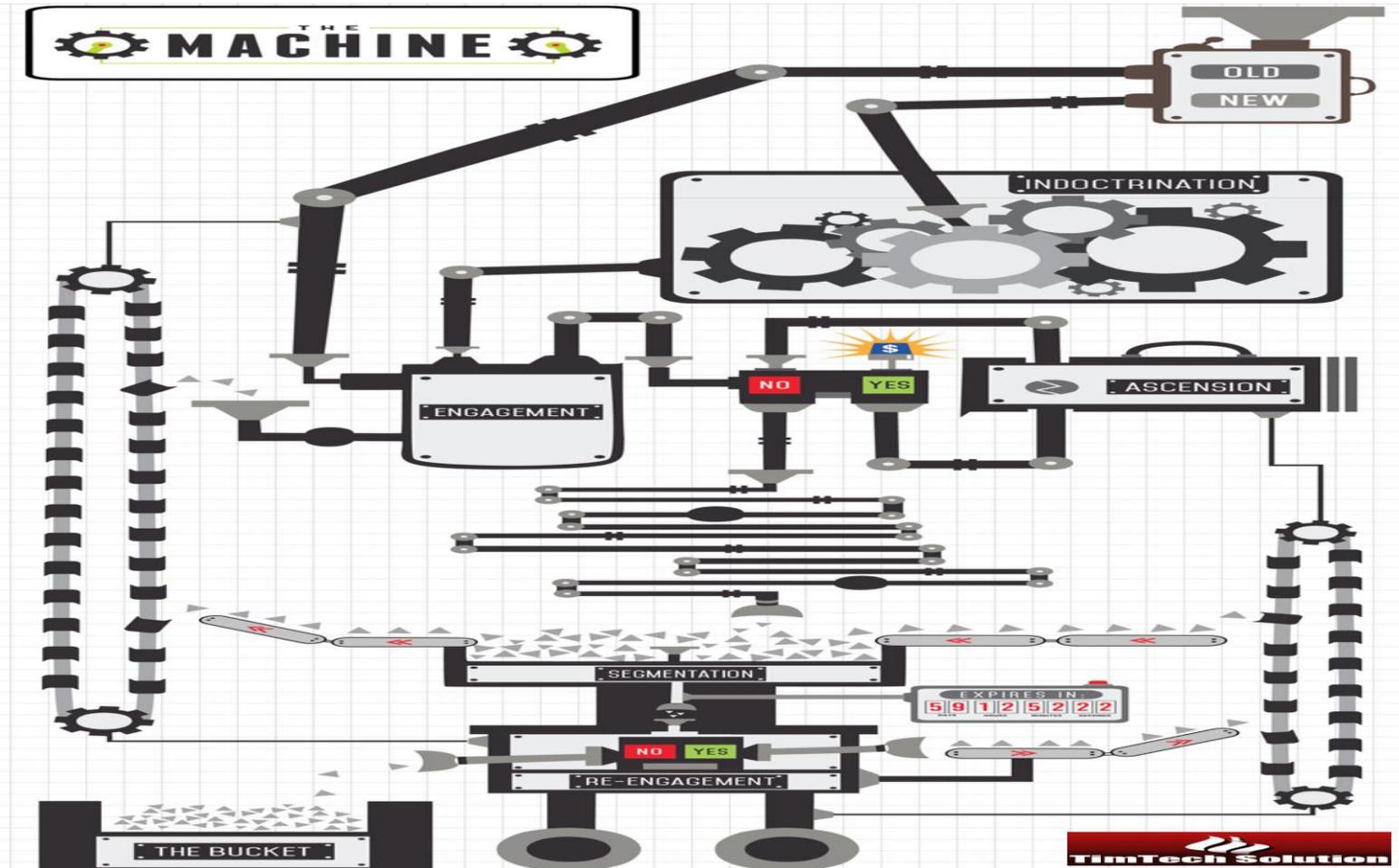
Mobile users accessing internet are immensely nowadays. All campaign created is mandated to be mobile friendly. Mobile-compatible tools are quickly becoming a critical aspect of real estate sales. People want and need the ability to search for homes when they are out and about, communicate with their clients any time through text or email, and take photos and notes in the heat of the moment, all on the mobile device.

Just as today's buyer is often immersed in social media, they also rely on the ease of their mobile devices. Millennials use of a mobile devices twice as much as the generation before them, and given the demographics of home buyers, mobile-compatible tools are quickly becoming a critical aspect of real estate sales. People want and need the ability to search for homes when they are out and about, communicate with their realtor any time through text or email, and take photos and notes in the heat of the moment, all on one device.

Buyers aren't the only ones reliant on being mobile; Agents often spend a majority of their time running around from one place to another. They need tools that enable them to work on-the-go. Over 90 percent of realtors use their mobile devices to communicate with clients, but that's only a sliver of what they need to be successful. The ability to manage customer relationships, access information, follow up, and manage teams from their phones provides them the mobility and efficiency that they need. After all, being tied down to a computer all day means losing time to show more buyers their next dream home.

The industry is currently evolving, but the old methods are hindering our potential as agents. With all the innovation out in the world, many of them are not mobile-focused nor were there an easier way to consolidate all the tools we used to track our leads. Working with the top realtors, Chime designed an all-in-one platform that provides a suite of next-generation tools that can help bring any agent and any team into the digital age. Using Chime's solutions, agents can provide robust listings that satisfy buyers, launch strategic marketing campaigns that produce effective ROI, and foster and track leads and customer relationships. In addition, working with a team has never been easier with Chime's team management system. Embracing the digital age is not intimidating, but allows you to maximize your potential as an agent, and with Chime, you can focus on what you do best: matching buyers to their new homes, whenever and wherever you are..

STOP EVERY ONLINE PROMOTION OF YOUR REAL ESTATE BUSINESS, UNTIL YOU HAVE BUILT A MARKETING SYSTEM TODAY!



We Want to work with just 20 Real Estate Practitioners/Consultant this month to help them realign their marketing and prospecting structure in order to gain more clients using the internet and most importantly through their Marketing System (Website)

**WOULD YOU LIKE TO BE GIVEN A SLOT?**

*If Yes, Kindly text Real Estate to 08062359810 and I will give you a call immediately.*

Note: We can help you transform your existing website into a Marketing System; also indicate interest while we analyze your existing website.

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