

REAL ESTATE AD ACCELERATOR

Consultants: A New Angle
To Real Estate Lead Gen



REAL ESTATE
Ad
Accelerator

Mike Paul

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All examples are for mathematical demonstration only. You could make nothing and the examples shown are not typical.

Real Estate Ad Accelerator - The Intro

Today, I am confident I've got a new and exciting way to grab the attention of real estate agents AND elevate your professional status with them. In their eyes YOU will be the one who is constantly improving by delivering the future of marketing, and these strategies will be the key.

Get excited because I'm giving you the key to bigger steadier fees and happier clients...

I want to challenge you to have the confidence in me... and yourself. This new program is just that... "New". And believe me, you can rest assured that the real estate industry has not yet utilized this method. And because of that, you will be able to gain clients easier and with more consistency while **delivering superior results for your clients.**

In addition, you will be solving a problem that Realtors have had for 17 years. I'd even venture to be bold enough to say that many of them have settled with the notion that this "problem" is just part of their game and there is really no way around it.

Being the one to layout the good news that you have the solution, I am thrilled for you and your future.

1 Who am I

I am Mike Paul and For 13 years I sold residential real estate for the largest firm in my city. After selling for about 9 years I moved more into training agents for the same firm. I know how real estate agents work, think, and run a business.

It all started in 2001.. I was 23 years old and thrown into the real estate industry within an exhausting market. In fact, the average agent at that time only made \$15,000 a year and I quickly found out why.

The horrific events of 9/11 put the real estate market at a dead stop overnight!

Leads were not coming in from the traditional methods that were being used like open houses, door knocking, and mass mailing. Because of this, many agents were failing miserably including me. The thought that I was approaching a crossroad of fight or flight not even a year into the business had a daunting effect on the morale of this 23 year old kid at the time. My business managed to stay afloat for another year before I met a mentor from Fayetteville NC who introduced me to E-marketing in the rapidly growing internet age.

Being in business on the forefront of an exciting internet age gave me a almost unfair advantage over the other agents within my market. I knew how to generate leads without having to hold open houses or cold-call my brains out. I even began to train others to equip them with the new methods that seemed to work like magic at the time.

Surprisingly, even when I showed other agents my results and how I did it, most would never utilize my methods on their own.

Why? Well... this was the year 2002 and internet marketing was practically unheard of. Heck, they were still carrying around thick and bulky MLS home listing books for home showings. And because the methods were so new and “against-the-grain” most agents wouldn’t even bother with such a foreign idea.

Read the next section with your most focused attention. It’s critical to understand the mess the real estate industry is in when it comes to lead gen. This will help you acquire more clients easier because you’ll know where it hurts most...

It is also suggested to read this entire training manual through before implementing the methods taught.

In section 1 you’ll find out what the typical agent’s Pain is.(You’ll use this to your advantage)

2 The nagging problem realtors have grown to live with

Here’s the problem, a thorn in their side if you will. A problem that you can solve by following some simple steps. Once understood, you can even outsource this for **pennies on the dollar**.

Yes, real estate agents are generating leads whether they purchase them, use their own efforts, or are provided company leads. Do they know that all the other competing agents are generating the same exact leads?

Some know this and some don't, but I bet they would all say that they have to generate A LOT of online leads to gain just ONE client. Then that one client may or may not turn into a closing (Paycheck).

Now why is this? For years agents have been shuffling around the same leads only to end up like the hamster spinning in his wheel. In other words, they work their butt off to get one valid lead - little do they know that the same lead will show up in 10 other agents' inboxes.

And most are PAYING for these recycled leads. Don't believe me? Look at this.



Peggy Aldinger, "Peggy Aldinger" Agent

★★★★★ (11 reviews)

Liars and con artist that do nothing but steal your money. Please don't fall for their lies. Your better off knocking on doors. I spent over 24,000 dollars with this company with not even one client to show for it. They just keep milking you with promises that never materialize. Horrible company. They take our listings and sell them to other realtors. Seriously the NAR and CAR should do a class action on our behalf and close them down



Johanna Arce, "johannaarce" Agent

★★★★★ (3 reviews)

I've been with Zillow for 8-9 months.. though I do get leads 95% of them are not serious ones. they are either inquiring behind their realtor's back, or just looking around not interested in buying. I've spoken to my sales rep about this at length and although Zillow does do it's part on sending you the lead, I don't put too much hope in it. I call right away, text, email, do follow ups and nothing, just leads from people who are not serious.



Danny Loftin, "DannyLoftin" Premier Agent

★★★★★ (13 reviews)

Everyone paying Zillow needs to look at the 'sweeping' change they made on November 9, 2016. You no longer are paying for impressions, but for "Estimated" leads per month. It changed everything about it. I am (was) going to be paying for about 25% of the impressions I had been receiving before the change. I am glad I caught it now before I kept paying that Lexus payment every month. Hey, maybe I'll go buy myself a Lexus with the money. 2016 = 1 sale from a lead, and 1 tenant from a rental listing I put on the site. ROI? Lean or non-existent. Thanks for taking my money for over 4 years and casting me aside for agents who THINK they will generate qualified leads any more. It's just a matter of time. Realtors need to reclaim control of MLS Data Usage.

The point here is this. All the online real estate leads that are being generated are just NOT CONVERTING.

In fact the national average for converting internet generated real estate leads into clients is now 30 to 1... and that lead may or may not turn into a sale.

It's simple to understand why many agents turn to purchasing leads from lead vendors like Zillow, Trulia, Realtor.com. And boy do they pay a hefty price, don't they? I mean, come on! Look at Peggy's review above.

Alright, but guess what? Price is not the main problem. Nor is the conversion rate(although it's a byproduct of the main problem).

Here's the main problem that agents have grown to live with whether they know it or not...

A majority of the leads they are generating in this new era of internet marketing are not even close to being ready to buy.

Studies show that the average *window* from when a real estate home buyer first goes online to search for houses to when they are ready to view homes is **6 months!**

And as a result of that 6 month window agents try to "sell" that "searcher" lead right away.

The typical agent gets the lead notification on their phone and calls that "searcher" as soon as possible. What do you think the conversation looks like?

You've guessed it..."*Hi, Mrs. prospect, I am Jim Agent and I saw that you were looking at my listing on 123 Abc street. Boy that's a nice home. I*

need to get you in there to see is as quick as possible because we are getting a ton of activity on that home....”

Blah, blah, blah....

What happens to that buyer / “searcher”? They runs for the hills... When that agent could have just approached them differently with intentions to “incubate” them for a few months until they hatch into a “buyer”.

So our job is to show the agent how to nurture that lea..... WAIT. STOP. FORGET THAT!

What if I told you that there is **no need to teach the agent anything!**

Here’s what I mean...

3 The wave of real estate on Facebook

Now that you know the hidden but pervasive problem that agents deal with every day... how have they tried to combat this?

Let me give you a quick background.

Back in 2001 lead gen started to grow. A few select agents were introduced to Google Adwords. It was great. Costs were affordable, competition was low, and online visitors were converting to leads.

As time went on, more and more real estate agents were catching on. Eventually, you could go to the search results for “Your Town Real Estate

for sale” on Google and see a plethora of paid ads on top and crawling the side of the first few pages.

What happened? Well because of Google’s model of bidding... the price rose. Agents in some cities who were getting clicks for 30-50 cents were very quickly seeing their price per click going well above \$3 or more.

As competition grew and grew, they naturally looked for greener pastures.

As you know, around this time a new alternative to MySpace was blossoming. Originally called thefacebook.com, It was an instant hit. And over the course of a few more years of Google agony, Facebook became the go-to for a real estate lead generation haven. Or they thought...

They had no clue that this method would transform into a painful “rerun”.

With lower costs, easier setup, and micro targeting, it’s no wonder why FB was and is so attractive to real estate agents. They quickly realized the disguised hitches to FB marketing.

Hitches like lower quality of leads. Yes, they came in abundance, but the amount of time it took to sift through those leads became quite depressing to the typical agent - *especially if they didn’t understand the 6 month window.*

This is nothing new. They had this “window” problem with Google, with Craigslist, and now Facebook. *The same ole obstacle reincarnated onto the FB stage.*

So what now? Agents have to either live with it, find a more effective way to “incubate” those leads(see my previous training on how to do this here >> <https://mikepaulonline.com/real-estate-contact-crossfire/>), or....

4 Google's new way to sidestep the incubation stage

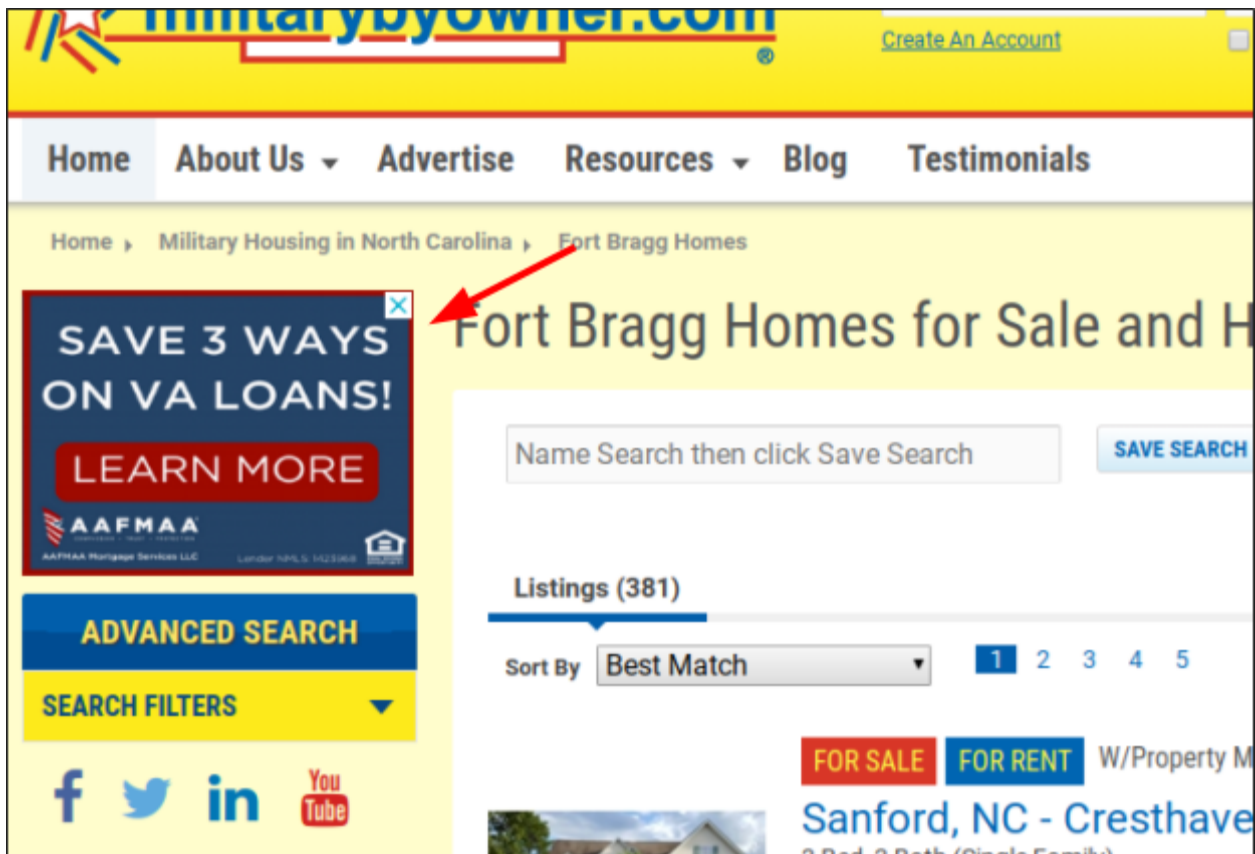
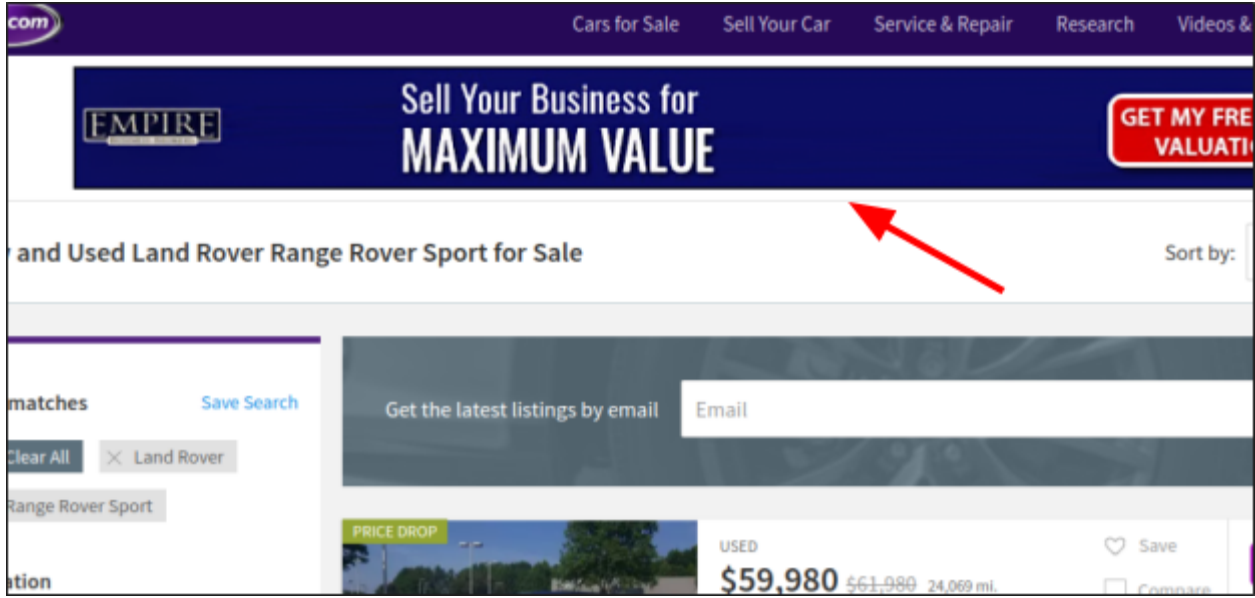
Because of Google's new release of Market Intent Audience segments, it's much easier now to setup a campaign(some even say, it's easier than Facebook).

With Facebook's genius targeting tools, there's still no way getting around the "looky lew" leads. Yes, the leads may be valid but most agents don't have an effective way to cultivate them into active buyers.

In may of 2018 Google exhibited its paid ad reign once again. But it was almost like it was done in secret because the announcement wasn't widespread which is why you probably haven't heard about it.

A few years ago Google came out with "In-market" audiences. It's a way to target "now" buyers and works best for niches that see the impulse of late buying habits. For example a man waits until the last minute on valentine's day to buy flowers for his wife.

The reason this worked best with this type of buyer is because "in-market" was only available on Youtube and Google's Display Network(advertisers could market their product or service as a banner on "partner" sites). Take a look at some Display ads.

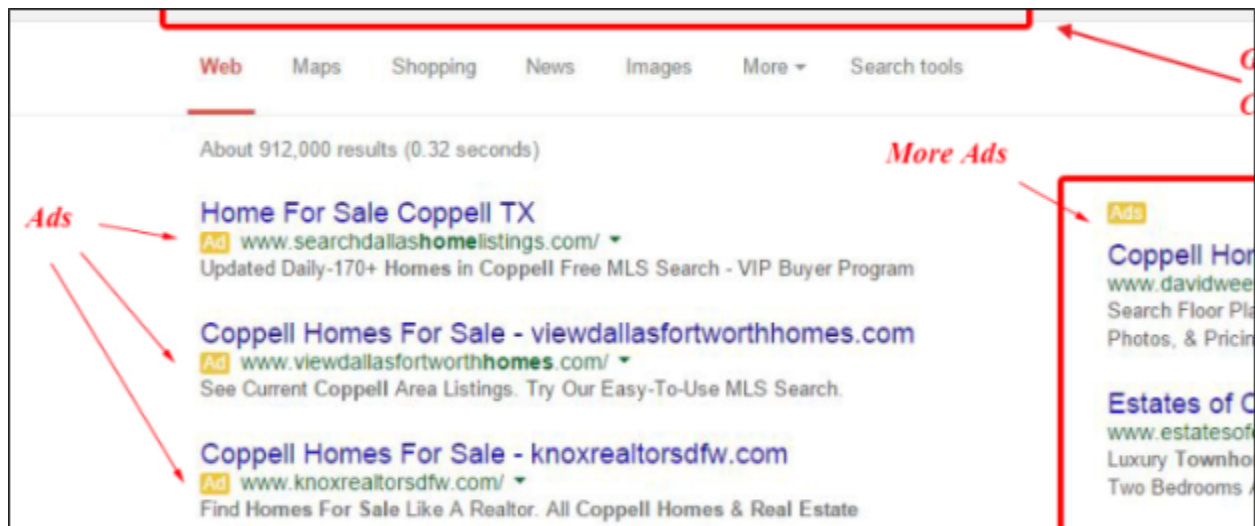


Pretty cool, huh? Somehow Google was able to analyze the search habits of consumers to determine that they were very close to being ready to buy

NOW. These buyers were categorized into the in-market audience and could be served these types of ads at the Right Time!

The real estate industry was onboard. Thinking that this would be a cash cow for the real estate industry, they were quickly let down. What seemed to be a quick fix turned into a dud.

The home-buyer target was not a great fit for display ads compared to **search result ads** like this because although the clicks were coming in... those homebuyers and sellers were not converting into leads.



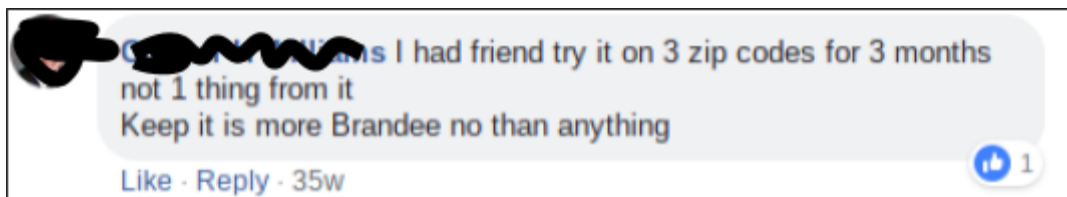
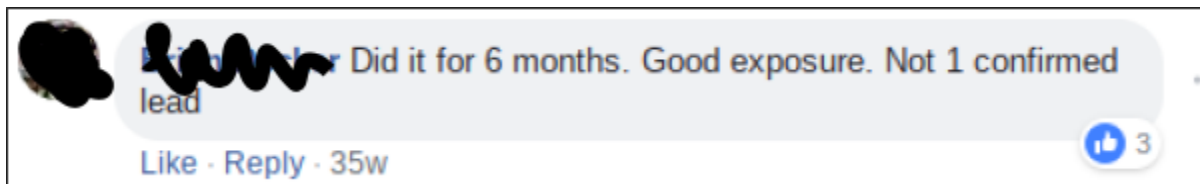
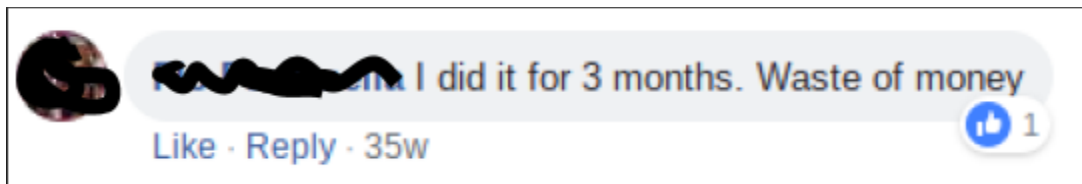
Here's the theory behind why. The floral, restaurant reservations, or plumbing niche, for example, consists of buyers who need a quick fix. Think about it - a homeowner has a pipe burst in the basement and they need someone out to the home now.

Display ads seem to work quite well for this being that someone searching for local plumbers would make a quicker decision than... say... a homebuyer who just started to search online??

Think about it... with search result ads the consumer is specifically searching for what they want.

Second to only to the first placements of organic search results(which the big boys like Zillow and Realtor.com have) Paid search results, although they can be expensive, are the most targeted ads that one can utilize for conversions because the consumer is SEARCHING FOR IT.

Although the display concept was genius... If you've caught on, the homebuyer was not as receptive to Display ads like other niches. Adwerx is a company that uses display type ads and here is what a few agents are saying about it.



You know, if necessity is the mother of invention what do you think Google did next?

You got it! In June of 2018 In-market audiences made their debut in what was already working; search campaigns. Couple a massive targeting tool for “now” buyers with “search” ads and you get the ultimate tool for the real estate niche.

I hope you are starting to get very excited! No-one is doing this. And if they are, it's on a very small scale and in niches other than real estate. So most likely you will have very little, if any, competition.

So no more trying to sell “yourself” because the service is a commodity. No more worrying about what your competition is offering. No more searching for that secret method to deliver a strong marketing service.

I am giving it to you here. And this may very well be what you've been needing.

In summary, Google has a way to analyze the search habits of consumers in such a way that they can almost predict when the consumer is ready to buy!

- They label these buyers “in-market” audiences. This was originally only available on banner style ads that displayed on partner sites. Although, this worked for some niches, it has proven less effective in the real estate niche.
- Along comes.... This quick-to-buy “in-market” audience available as a target option for Google Search Ads. Google search ads are the most effective for conversions because consumers are... *searching...* for your offering. **(not just randomly clicking on a FB picture or banner ad)**

- You can essentially choose the “in-market” audience for real estate and *target home buyers who are moving to the target area from out of state NOW.*

5 Getting set up with Adwords

You'll quickly find how much easier it is now to set up and run Google Ad campaigns. And also benefit from the ease of editing ads and adjusting the budget with a couple of clicks.

First, let's cover what you need to have set up before you can begin. First you will need an adwords account. In order to do this you will need a gmail account.

Then you will need a way to access your client's adwords account. This way you will be able to create and run campaigns on behalf of your clients while they have their own payment methods to cover the cost of advertising.

5.1 Setting up an Adwords account

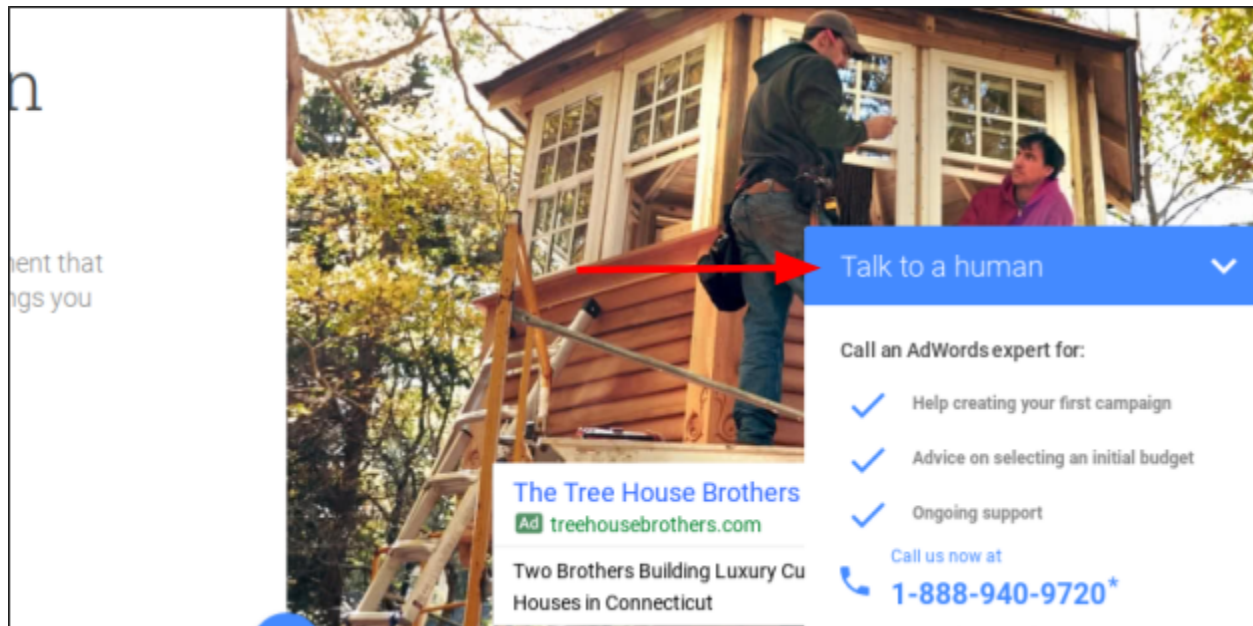
First follow this link to set up a gmail account if you don't already have one.

<https://accounts.google.com/signup/v2/webcreateaccount?service=mail&continue=https%3A%2F%2Fmail.google.com%2Fmail%2F&tmpl=default&flowName=GlifWebSignIn&flowEntry=SignUp>

Once you have a gmail account go to this link and click on “get started” to set up adwords.

<https://adwords.google.com/home/>

Just follow the steps to set up your account. It should be pretty straight-forward, but if you need help there is live call assistance available.



You will be prompted to set up your first campaign so just go through the steps to set this up. It doesn't matter if this is not done correctly because we will be creating one for your client soon.

5.2 Access your client's account through "My Client Center"

In the past, consultants had to either use their own Adwords account and own credit card(or convince the client to give them their card info) in order to run a campaign on behalf of the client.

Now any consultant can set up "My Client Center" as a way to safely access multiple client accounts and bypass some of the old steps.

1 - Go to https://www.google.com/intl/en_GB/adwords/myclientcenter/ and click "sign up"

2 - You will then see a screen with several questions to answer. Start by entering your email (gmail) and continue by answering the rest of the questions. Once complete, just click "Save and continue".

Google AdWords

Welcome to AdWords manager accounts!

1. Please provide some basic information so we can create your manager account

What's your email address?

email@example.com

Name your account.

Enter name here

This is the name your clients will see.

How will you primarily use this AdWords manager account? (choose one)

To manage my accounts.

To manage other people's accounts. **Choose this Option**


2. Please select your account settings.

You won't be able to change these later, so choose carefully.

2. Please select your account settings.

You won't be able to change these later, so choose carefully.

Country

 United States

Time zone


(GMT-07:00) Pacific Time

Time zone is used for account reporting and billing.

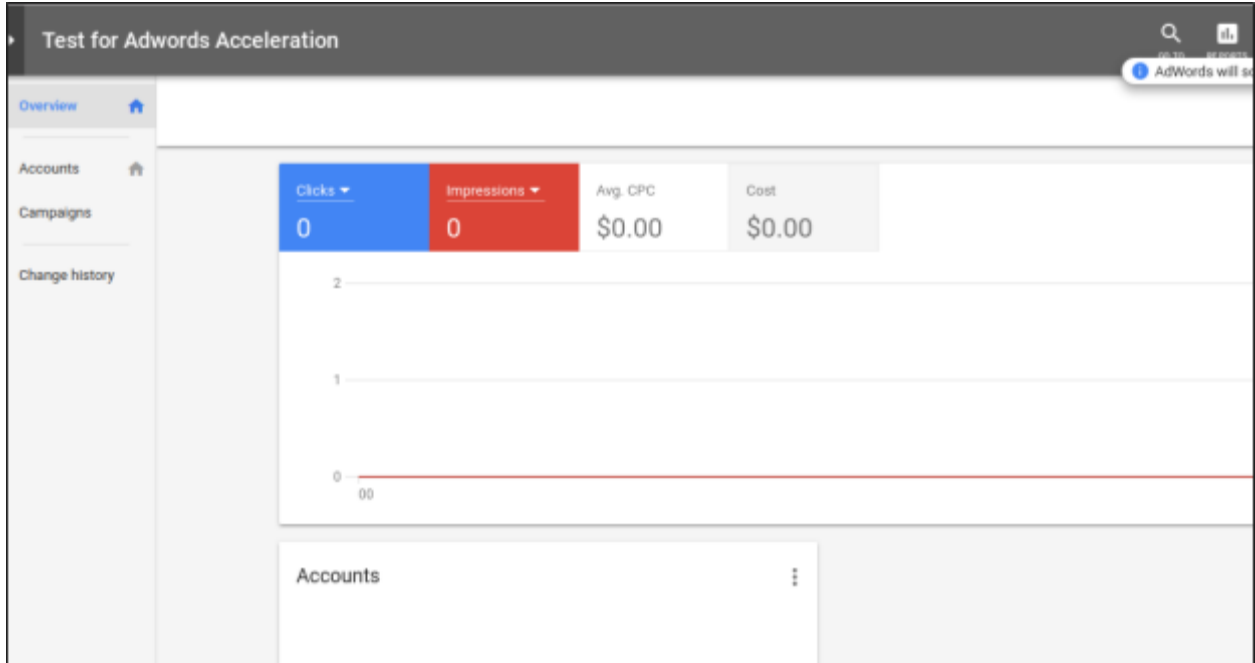
Currency

US Dollar

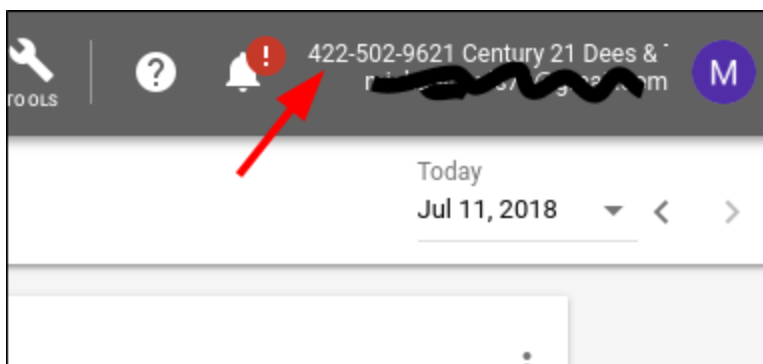
[Save and continue](#)



3 - Then you will see your new MCC account on the next page.

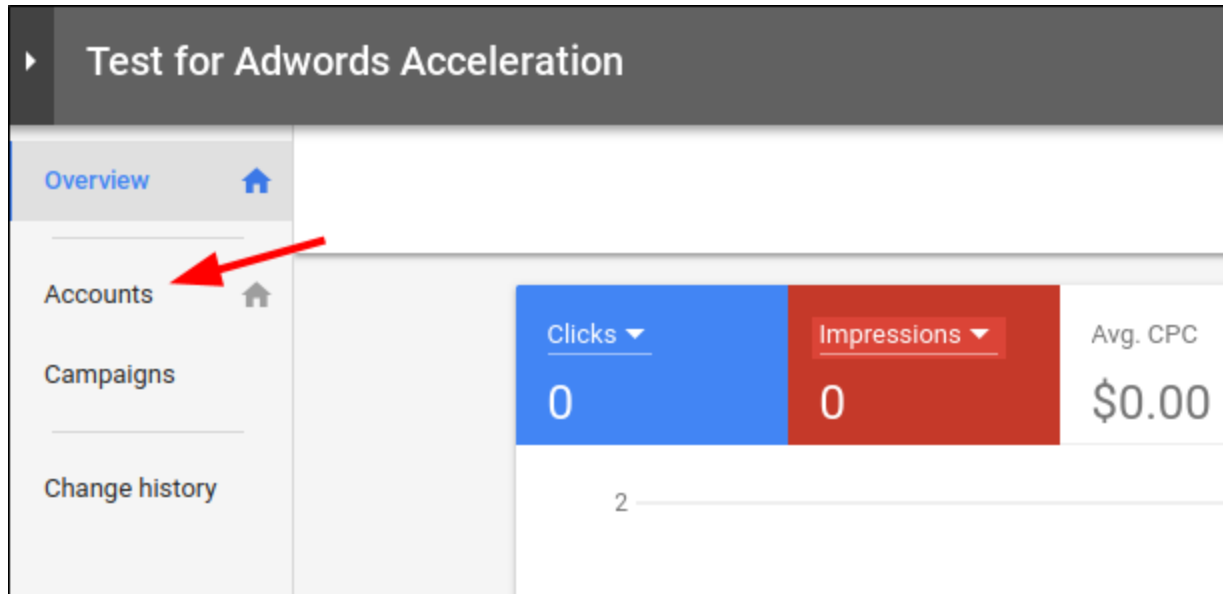


Now it's time to gain access to your client's Google Ad account. This is simple and involves one step from your client. You will need your client's account number. You can find it within the account on the top right. Take a look here.



Once you have their account number you can proceed with requesting access by following these steps.

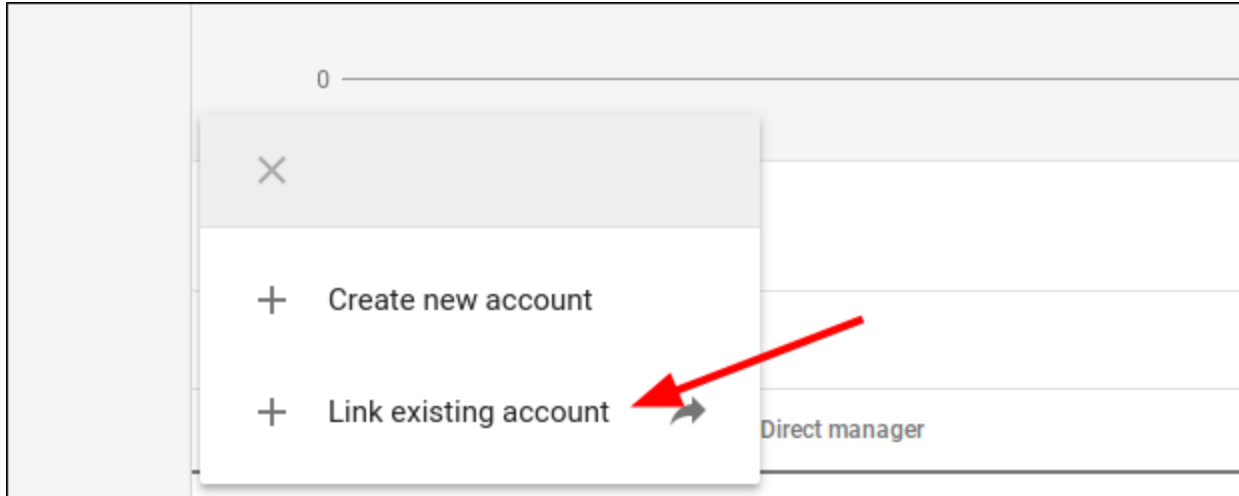
1 - First go to “accounts” on the “overview” screen.



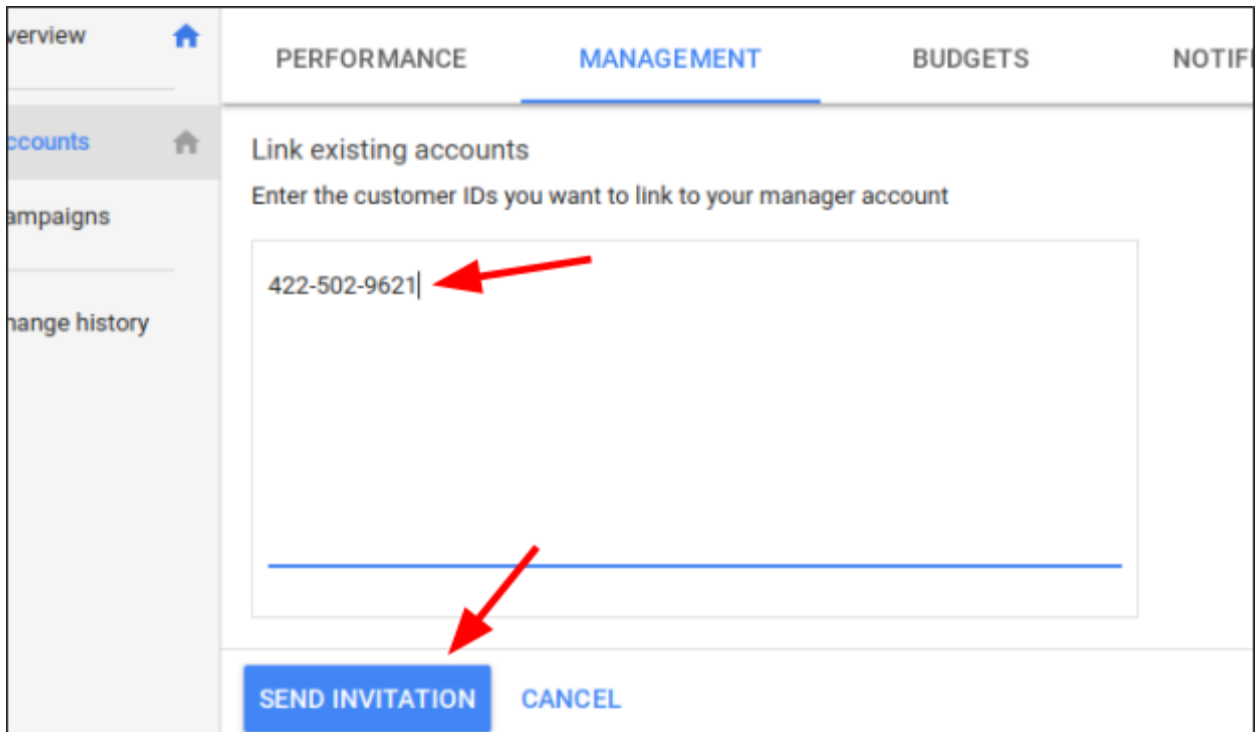
2 - Next click the circular blue “+” sign.



3 - From these options choose “Link existing account”

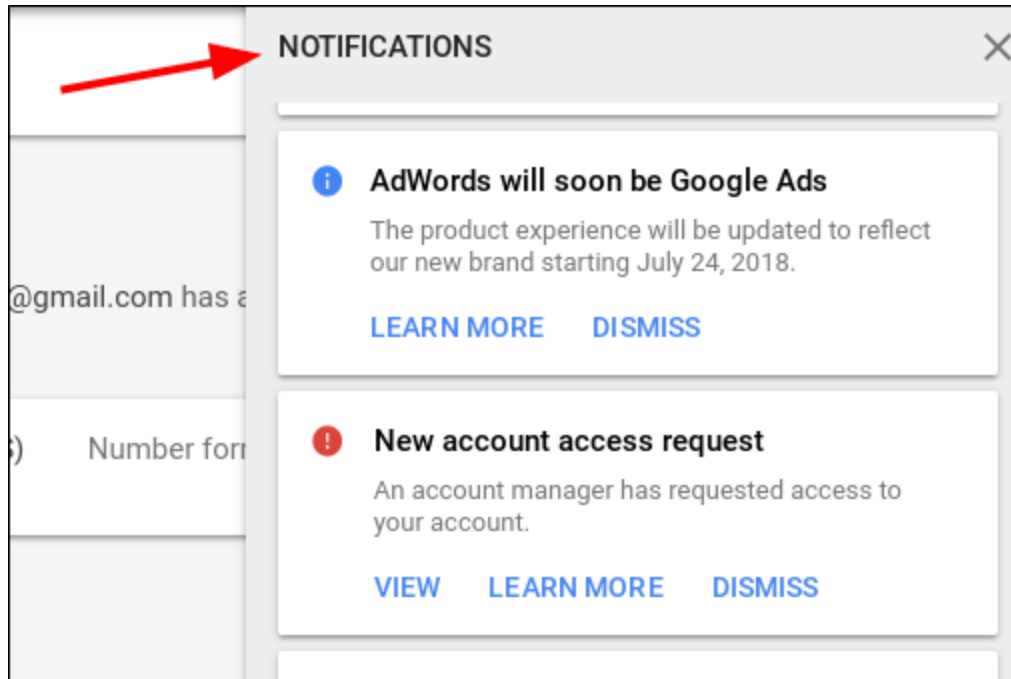


4 - Now all you have to do is input your client's number and then send them an invitation.



On the client's end, they will get an email notification. They simply have to click on "accept request". Then they will be directed to their adwords

account. They can now click on “notifications” and “view” your request in order to accept it.



6 The best ads to use

Remember, you'll always have plenty of flexibility to raise or lower bids etc. You control each part of this process, not google!

Before moving forward it's important to understand what makes a good ad. And by 'good' I mean an ad that stands out and converts for your real estate agent client.

In real estate you will see some common mistakes. And these mistakes have been happening since the beginning.

These are ads that have no enticing content. If the ad is something like “Joe Agent: The best agent in Orange county” or “Sell your home with me”, you can rest assured the conversion rate will be crap. **Here are a few others NOT to use:**

“Let me be your buyer agent”

“I’d love to sell your home”

“I’m your real estate agent for Atlanta GA. Call me today”

Even this one...

“Search Goldsboro NC homes for sale”.

Oh my... These ad headlines suck but we still see these types of headlines almost 20 years later. The last one used to work decently, but it’s been overused making it less effective.

6.1 The theory behind effective ads

Effective ads yield reasonable cpc or cost per click, a good ctr or click through rate, and... of course... leads.

Throughout this training I will show you how to optimize all of these. Know that the results are subjective to many factors. For example, your competition may have a lower CPC, but you may be converting more leads. And overall your lead cost is lower based on your conversions.

Competitor has: 89 cent CPC @ 3 leads/wk - with 211 clicks(\$188)

You have: \$1.21 CPC @ 12 leads/wk - with 180 clicks(\$217)

This means: Competitor cost per lead is \$62 (\$188/3)

Your cost per lead is \$18 (\$217/12)

Based on this, who came out on top?

What most consultants don't consider is the end product - Leads. They do their best to get the cost per click down while totally forgetting about conversions.

They often point the buyers who click on the ad to the homepage of the real estate agent's site or to a regular home search. Little do they know that the cost per lead is SKY HIGH, while the cost per click may be reasonable. This does nothing but hurt the client.

This is why the in-market audience is so vital along with an effective landing page.

Now you know the TRUE meaning of an effective ad.

You may have noticed the ad examples in the last section are almost all geared toward the agent. It's no surprise since a lot of real estate agents subconsciously advertise for an ego trip. You've seen the billboards, the facebook ads, and car sign-riders with their wannabe "celebrity" status photo yelling "look at ME" ME ME ME.....

This often runs over onto other advertising streams like Google Ads. Unfortunately, that approach doesn't work for this platform. Sorry to burst that bubble...

So instead of making the ad headlines all about "me"/your agent client, why not make it more about what clicking on the ad can do for the home buyer?

Here's what I mean:

Instead of "I'd love to sell your home".... Use **"Find out what your neighbor's home sold for..."** (If someone wants to sell, you can bet they want to be a little nosy about sales prices for other homes in the

neighborhood. You can also tell them that they will have an advantage in negotiations if they know specific data about their neighbors.)

Here's another

Instead of *"let me be your buyer's agent"...* Use ***"Don't lose thousands by using the wrong Atlanta agent"*** (Yes, it's still about the buyer because the buyer definitely needs to know what to avoid)

One more...

Instead of *"Search Goldsboro NC homes for sale"...* Use ***"Goldsboro 2-story home repriced. Perfect for a growing family"*** (See how this is much more specific. Although some will teach against this ad for Google ads, it works if done how we teach)

Here's another one just for the hell of it...

"Find Raleigh NC Homes without an agent" (this works in some markets with an overabundance of agents crawling over the same buyers.)

Some of these ad examples will not work in some markets. Also, Some of these headlines will not fit in the Ad, I know. But I think you understand the purpose of the examples. They need to be *different, specific, stick out, and pose a benefit to the consumer.*

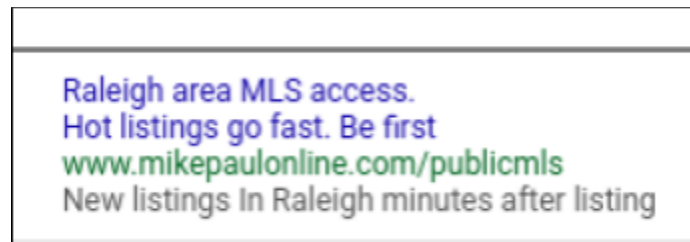
6.2 A few bullseye ads you can use

First is the home-search ad. This has been used since agents first started advertising online with some success, but today we need to be much more creative to get home buyer's to click.

We touched on two examples above, but I would like to make a suggestion to make one small tweak. Combine the two examples for one of my top performing ads. Here it is:

Raleigh area MLS access | Hot listings go fast. Be first.

New listings in Raleigh minutes after listing.



This ad touches on a couple of “pressure points” that many home buyers have. Scarcity(the words *go fast*) and the competitive natures most humans have (the words *be the first*). Try it - it works.

**Raleigh home far from the city | Outskirt Raleigh home
for sale**

Schedule a private tour on this/these Raleigh home
Before the bidding begins.

This ad grabs the attention of the buyer who is looking for a home away from the city. Again, being specific and general to the market averages. In other words, a lot of buyers are looking for homes away from the city. is the key here.

The next one is a report style offer. Your agent client can offer a “relocation package”, a “home seller’s guide”, or a “homebuyer’s guide”.

Again this ad needs to stand out with specifics.

Atlanta first time home buyers only | Don't make this one mistake

The definitive guide to buying your first atlanta home
Avoid losing thousands in Atlanta Real Estate

(I'm including this in the FE product.)

Know that these are just examples that have worked well in this market. Your market may vary but a little adjusting... and little tweaking and you should be able to find an ad that works great for your area.

Note: *In the past single property advertisements were a better fit for image ads on Facebook. And more general ads like "search for home in Atlanta" were better for Google ads. But with in-market audiences, single property ads are very effective. Even better than the others. But there are 3 key areas that you MUST consider when running single property ads with Google:*

- 1. The home needs to be within the average price range for your client's area.*
- 2. It needs to be a typical style home - not off the wall.*
- 3. And it needs to have a feature that a lot of buyers want like an abnormally large room or master bedroom downstairs, etc*

If the property does not have these, you will be targeting too small of a segment of buyers.

Also, regarding the ad itself. The above examples are just to give you ideas on how to make your ad stand out. You must also sprinkle your keyword within the ad. This will help clicks and conversions as long as your landing page converts. And as a result, your adword score will climb making your overall cost per click decrease.

7 Realbird for lead capture

Here's the great thing about targeting realtors as clients. A lot of them will already have access to their own landing pages, home search tools, special reports to give away, etc. So go ahead and use what they have if you think it will convert.

If you happen stumble across an agent who doesn't have any lead capture tools you can easily make one for them. Landing page templates are very easy to get your hands on with a simple google search for "Real estate landing pages" or "Real estate squeeze page".

But let's just say that you have absolutely no experience and have no desire to do this yourself. You can very inexpensively invest in a D-F-Y platform of real estate tools to conjure up a simple page for your client in no time.

One I've used for years is Realbird. Gabe Cross has put together a bundle of almost every online tool an agent will every need and guess what.... It's SO simple to use (I like simple, don't you?).

Here's what you can use to impress any of your clients for about 10 bucks a month or under 100 if you pay by the year!

- Open house landing page
- Hot property landing page
- Coming-Soon landing page

- Just-Listed landing page
- Recently-repriced landing page
- Open house sign-in landing page

- QR codes
- SMS marketing tools
- Photo branding tools
- Craigslist post builders

- Single property websites
- Instant virtual tours

- And much more...

Yes, you I can easily do much of this myself, but the time saved by having it all done for me is priceless. All I have to do is plug in some information and upload some photos and ta-da... I'm done!

7.1 Setting up your landing page in under 5 minutes

For this example, we will use RealBird. You will need an account to start. You can set up your account here. If you are just using the "homesearch" page method(section 7.2), you will not need a paid membership.

<https://www.realbird.com/member/Register.aspx?p=register.spo>

Once you get on the sign-up page. Just fill in all the applicable information. One thing to remember is, if you are not an agent doing this for your own real estate practice you will need to choose "other real estate services". See below.

Home Stager
Home Stager - Feng Shui
Mortgage Adviser
Title Company
Other Real Estate Services
Real Estate Agent - Residential

First Name Middle Name Last Name

Address #1 Address #2

Your Country
United States

Once you have your account set up, proceed with the following easy steps.

For this examples let's set up a "Hot Listing" landing page. First you will need a listing. You can use either your client's home for sale listing or, if they don't have a listing, you can advise them to borrow a listing from any other agent in their office(this is totally legal as long as the listing is within the same brokerage).

1 - Once logged in, go to the "listing marketing" tab near the top.

RealBird
Your RealBird Reward Points: 0
New Sweepstakes: Win an Amazon HD 10 tablet. See how...

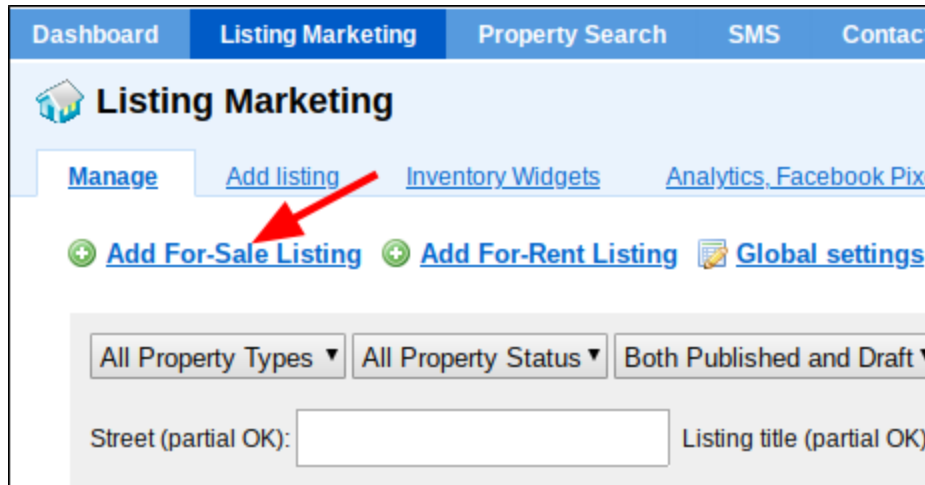
Dashboard Listing Marketing Property Search SMS Contacts Leads

Welcome to RealBird

Market Your Listings Get Buyer Leads Win More

Online, social media Add property search to your Growing library

2 - Once you are in the listing marketing section click “Add for-sale listing” to add the listing. Just follow the steps for uploading photos, agent info, and property description.



3 - Once you’ve put in the listing, you really don’t even have to create a landing page because it will already be done. All you have to do if find it by going to the listing through the same “listing marketing” tab. Most likely you will already be there once you finished submitting the listing. On this page you can find all your landing pages here.

Lead Capture Landing Pages For Facebook Ads and Social Media

These "squeeze" landing pages are high performing lead capturing tools ideal for Facebook Ads and social media campaigns and sharing. Below are a few different versions with different call-for-action messages. We suggest that you upload at least a few photos for best results. Click the link, then copy the link or use the included social media sharing tool.

» [Coming Soon Landing Page](#)

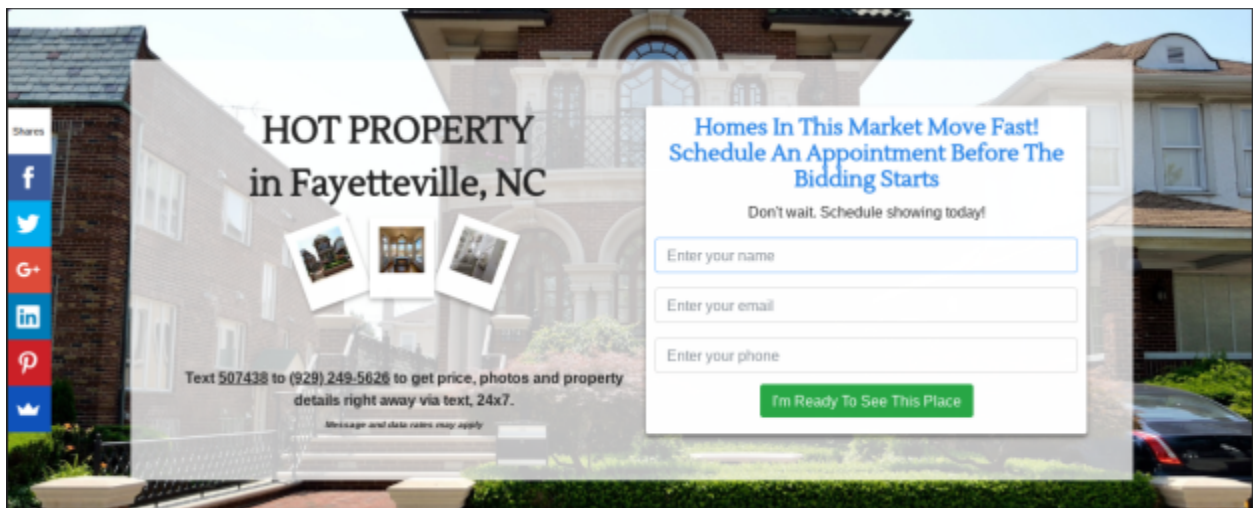
» [Just Listed Landing Page](#)

» [For Sale Landing Page](#)

» [Hot Property Landing Page](#)

» [Recently Repriced Landing Page](#)

» [Open House Landing Page](#)



That's how simple it really is. My suggestion is to look around the site to see what else is available. You will be surprised how many services you can offer your real estate agent client.

7.2 Home search landing pages with Sunnylandingpages

I strongly recommend you also use a homesearch ad within your client campaigns. These ads direct the homebuyer to a capture page than then redirects them to a home searching function. So instead of just advertising one property, that buyer can search many local home listings.

There are two parts to setting this up. First your client needs a wordpress website (many already have) or you can set one up for them (add on sale).

To do this you need a hosting account. Basically hosting means a place for your site to “live” - where it’s “hosted”. Then you can add the Wordpress application to your “hosting”. Wordpress allows you to make websites without any knowledge of coding. It’s really cool.

Here’s a video that shows how to setup hosting and your wordpress websites quickly:

<https://youtu.be/1vNGsOGkrDc>

Now it’s time to install what’s called a “plugin”. A plugin is a tool that you can add to the backend of your site. This tool enables you to create pages within your site easy and fast. In this case, if your client does not have a landing page, all you need is two pages(Landing page & home search page).

Here are the tutorials on how to install the Sunnylandingpages plugin:

<https://youtu.be/Xk2oAURYbsQ>

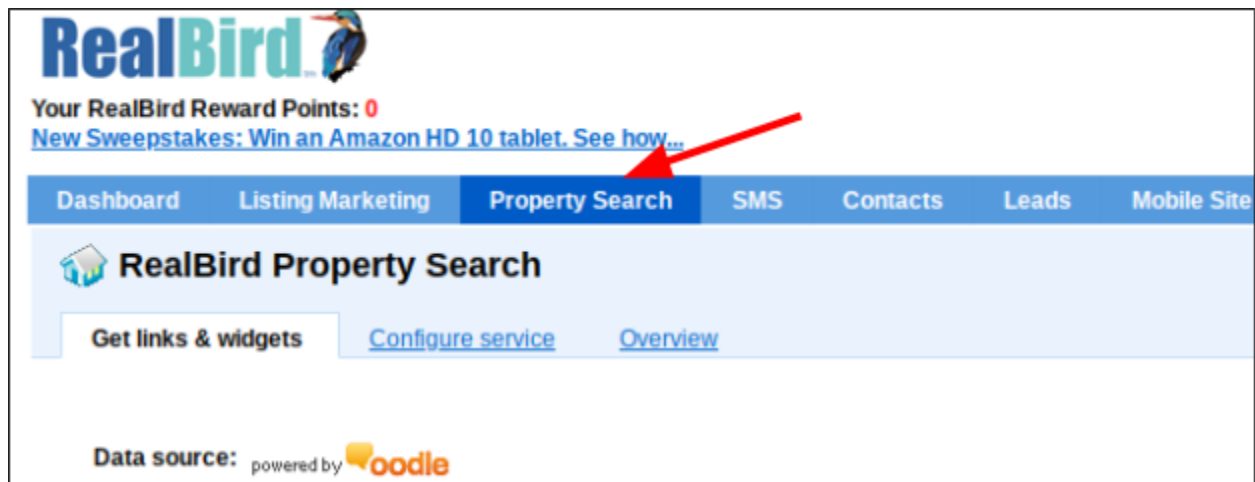
Here’s is a quick video that shows how to set up a landing page. Be sure to choose the “real estate” landing page.


<https://youtu.be/Alvku9pKaI0>

Now it's time to add a home search page. This can be done in 4 easy steps.

We will use Realbird's Free home search tool for this. There will be some ads on the page but hey.... it's free and it does the job.

1 - Go to realbird.com and login. You do not need a paid account to do this. Once in your account click on the "property search" tab and then enter the city or zipcode of your client's target area and click "generate widgets".



Data source: powered by 

Use the form below to create custom, pre-populated search widgets and links. You can create unlimited distinct instances for different locations and niche searches. Enter the search criteria below and click the "Generate Widgets and Links" button.

Location: **Distance:** **Listing type:** **Property type:**

Price range: to **Beds:** **Baths:** **Keywords:** **Sort results by:**

[Generate Widgets and Links](#) [click here](#) to create a blank search form widget.

[Map-based search](#) [Embed in webpage and blog](#) [Sidebar widget](#) [Full screen version](#) [WordPress plugin NEW!](#)

2 - Click on "Embed in a webpage..." and copy the code that displays.

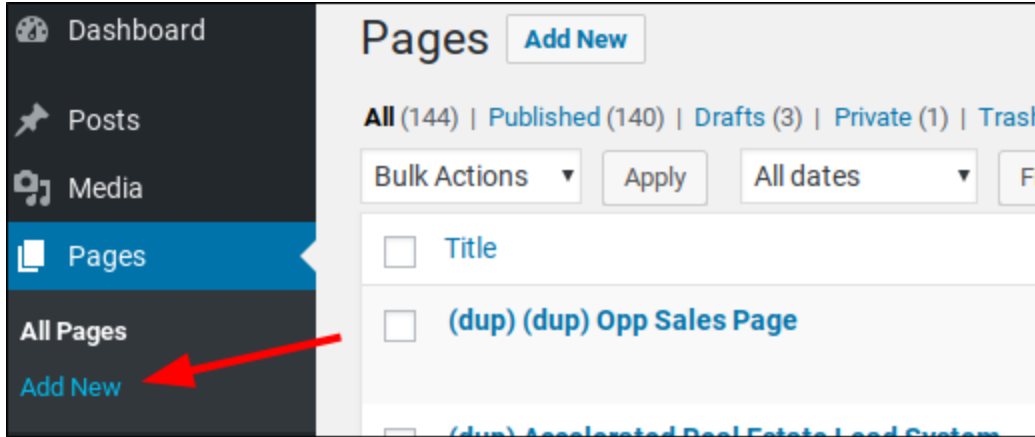
[Map-based search](#) [Embed in webpage and blog](#) [Sidebar widget](#) [Full screen version](#) [WordPress plugin NEW!](#)

Use this version to embed a fully functional search engine into your website, blog post and even on [ActiveRain](#)

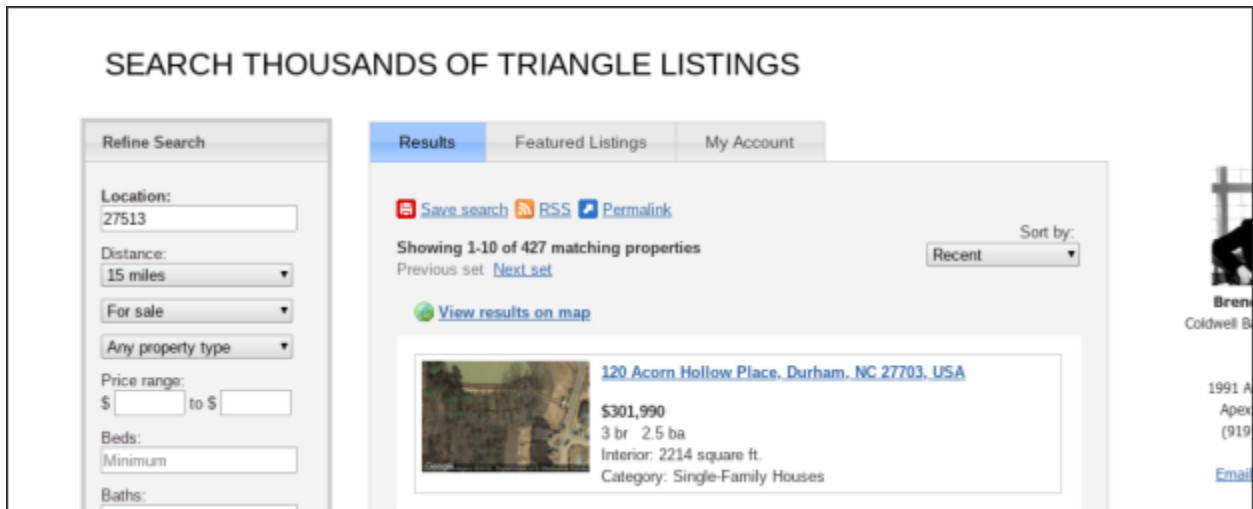
Widget code

```
<iframe src='//listings.realbird.com/home-search-o/?rb_id=D3C9D1B3&bq=[item type:housing][location:@%2227502%22%2b15mi][listing type:housing/sale]&orderby=ctime_reverse' frameborder='0' width='100%' height='2700' style='width:100%; height:2700px;'></iframe>
```

3 - Log into your wordpress dashboard (yoursitename.com/wp-admin). Then, under "pages" click "add new".



4 - Paste the code into the “text” tab of your page then click “publish” and you’re done! Take a look at your page.



Now you have a page that you can redirect homebuyers to once they have filled out the form on your landing page!

8 Setting up your Google Ad with in-market audiences

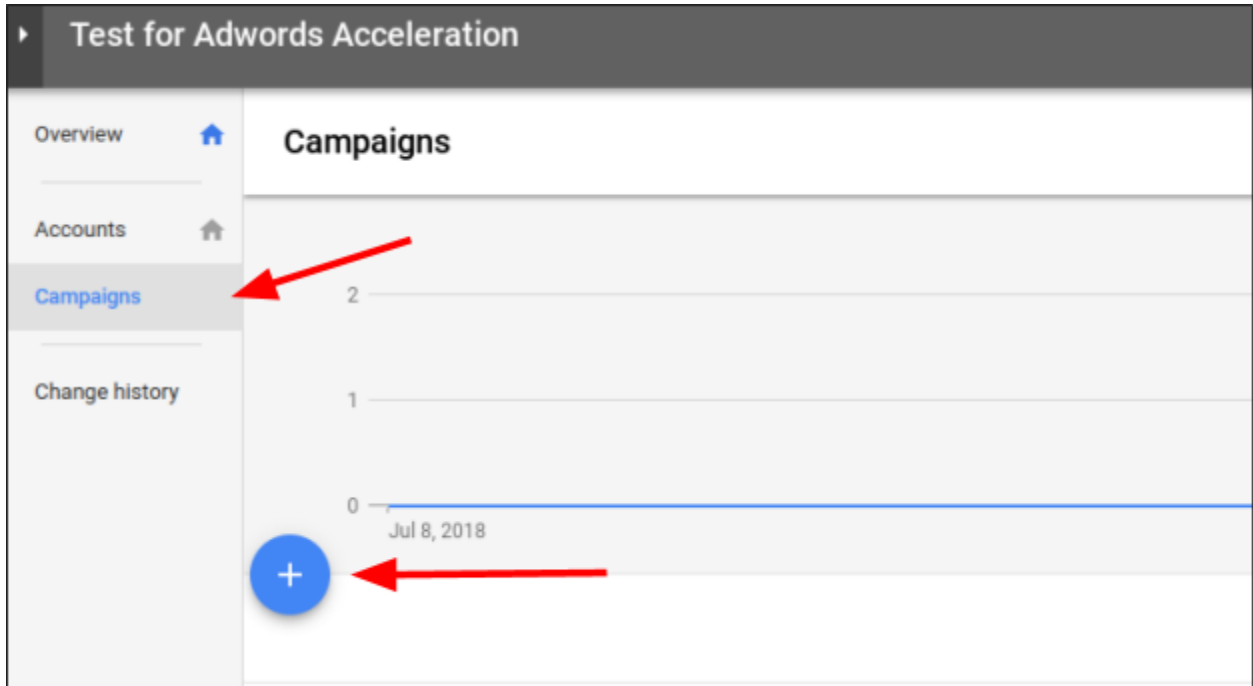
In section 8 we will cover two parts of the campaign setup. The initial setting up will involve creating the targeting options for your ads. Then we will layer this with keyword selection.

Now you should be ready to go with your client's listing and landing page set up. By now you should have your Google Ads account in place and the My Client Center ready with access to your client's account. Go ahead and pull up your client's account and follow the steps below.

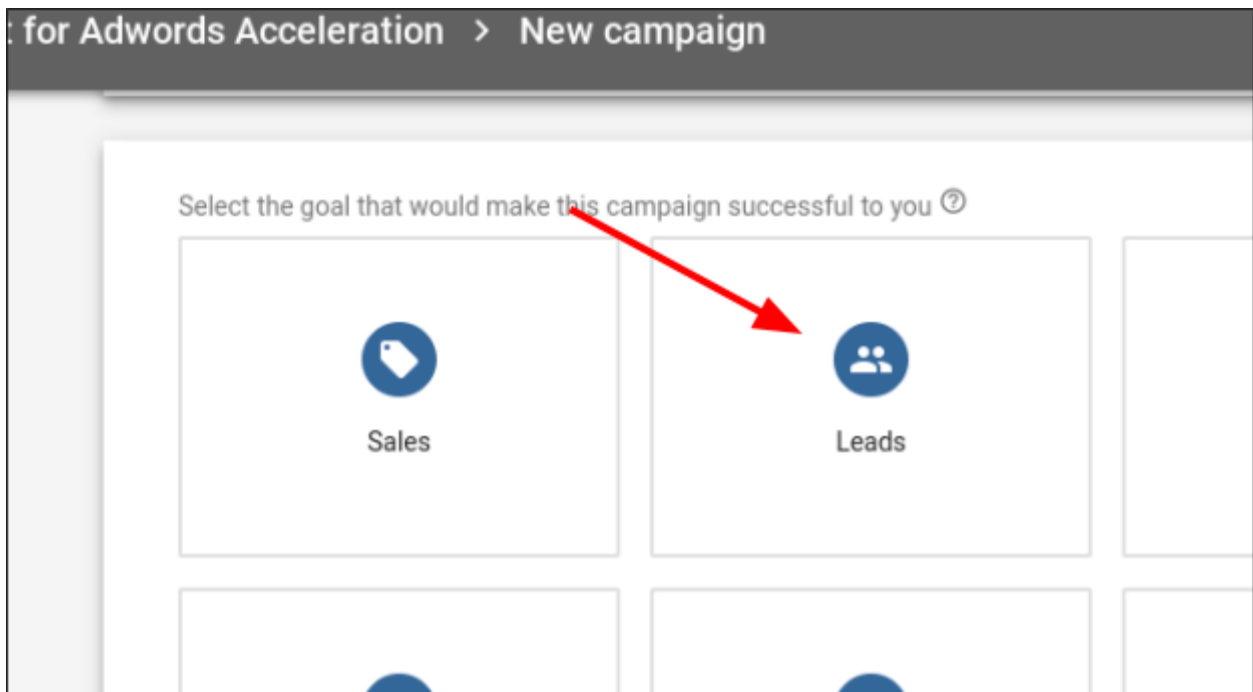
(It is recommended that you create a “test” campaign to gain a comfortable knowledge of the setup and results before attempting this for a client)

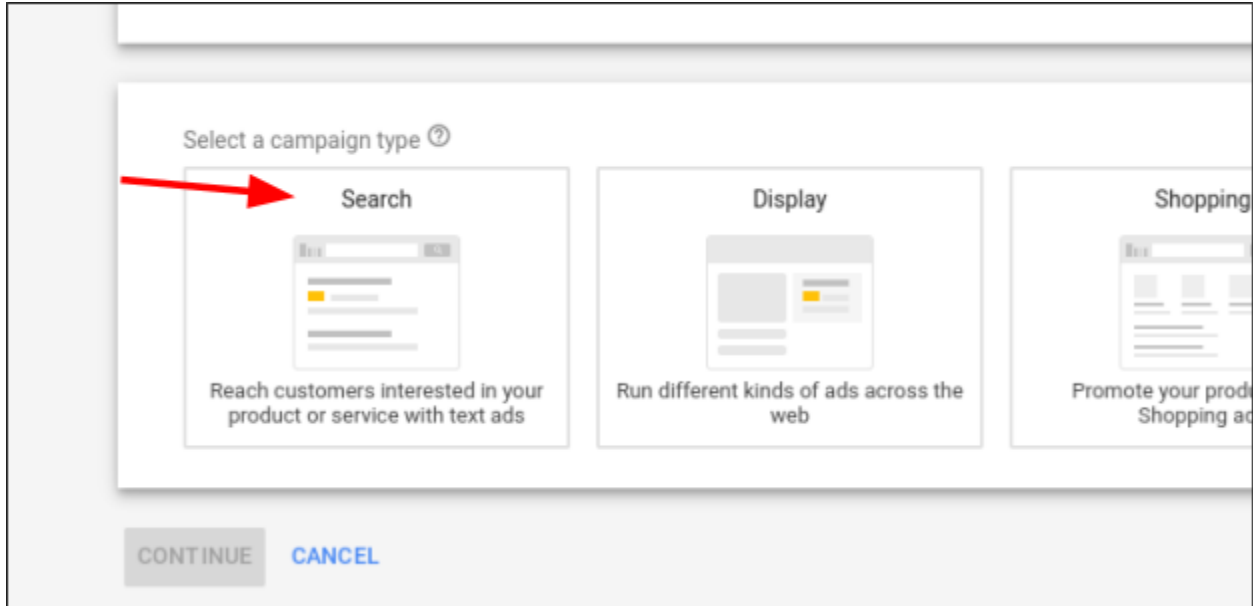
8.1 Setup Ad Targeting with in-market audiences

1 - Go to the campaigns tab on the left and then click on the blue Plus sign.

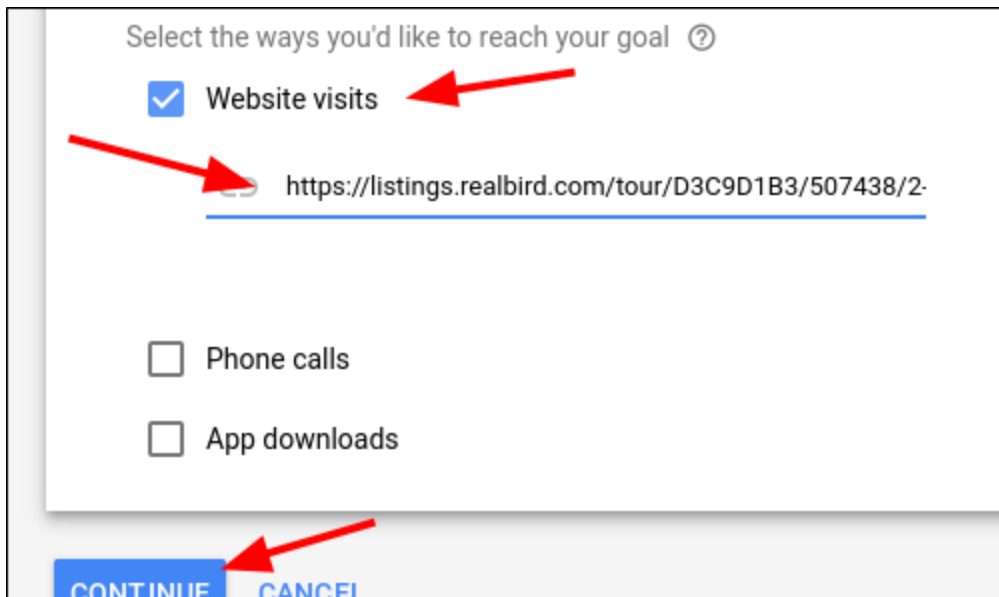


2 - First, choose your client's account and then you will be asked what your goal is with this campaign. Choose "leads" then choose "search" as your campaign type.

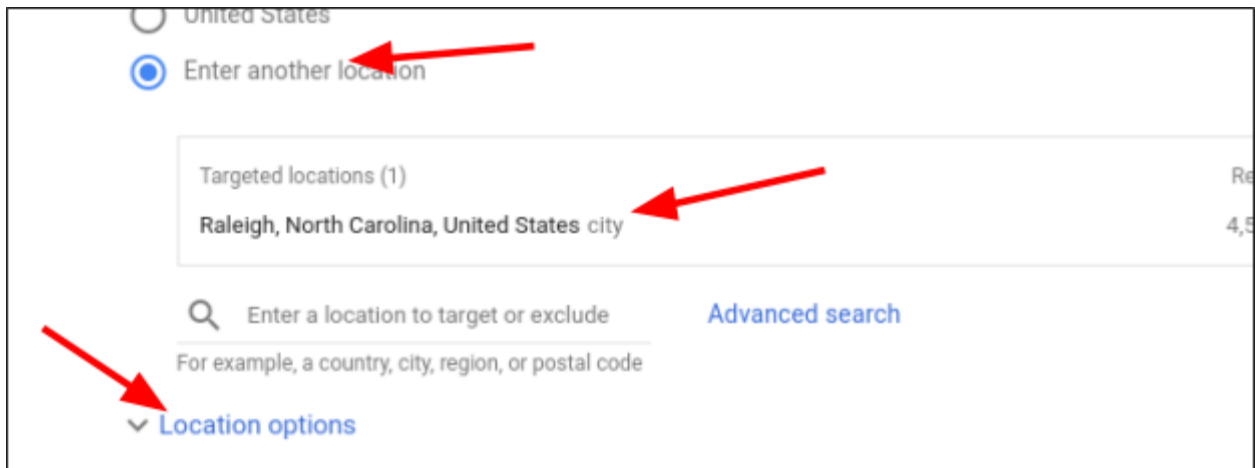
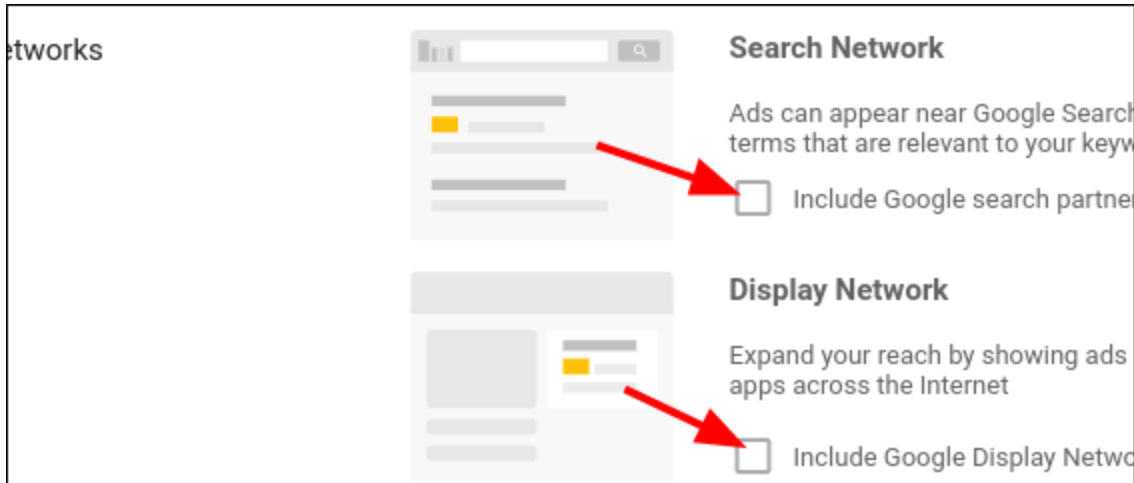




3 - Now choose “website visits” and input the url for your client’s landing page. Then click “continue”.



4 - Name your campaign and un-select “Display Network” & “Search Network”. Now make sure you choose the agent’s market location or a radius within their surrounding market. This would be the city they sell in. Then click on the “location options” drop down.



5 - Under “location options” choose “people searching for your target...”
This is perfect because unlike Facebook, you can target homebuyers who are in areas all over the US that may be moving to the agent’s city.

People in your targeted locations

People searching for your targeted locations

Exclude [?](#)

People in, or who show interest in, your excluded locations (recommended)

People in your excluded locations

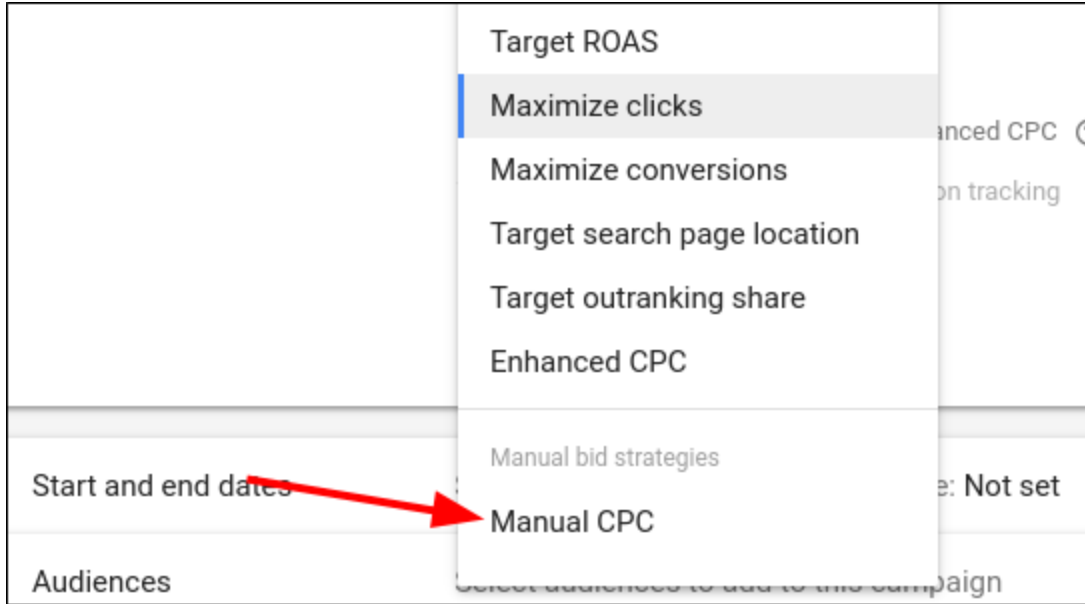
You may wonder why I don't choose "people in your targeted location". This can be done, but we've tested every combination of choices here and this has been the best outcome regarding cost per click and conversions in our area.

6 - For the budget I recommend \$15 a day or more. This is up to the agent since they will be the one paying for this outside your fee. Also be sure to choose "Manual Bidding". *Note: Do not choose Enhanced EPC - this allows Google to be more aggressive with your bidding and you do not want that.*

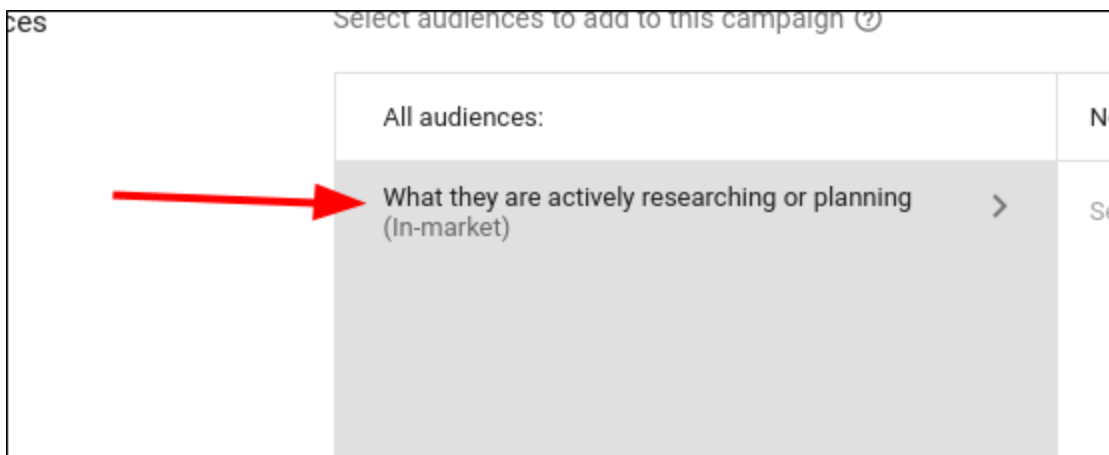
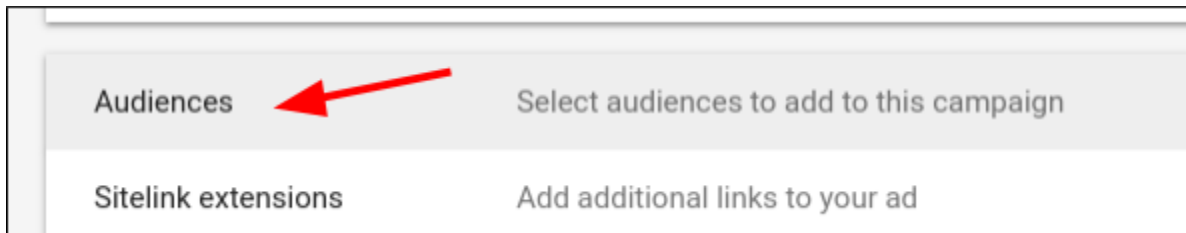
lget

Enter the average you want to spend each d

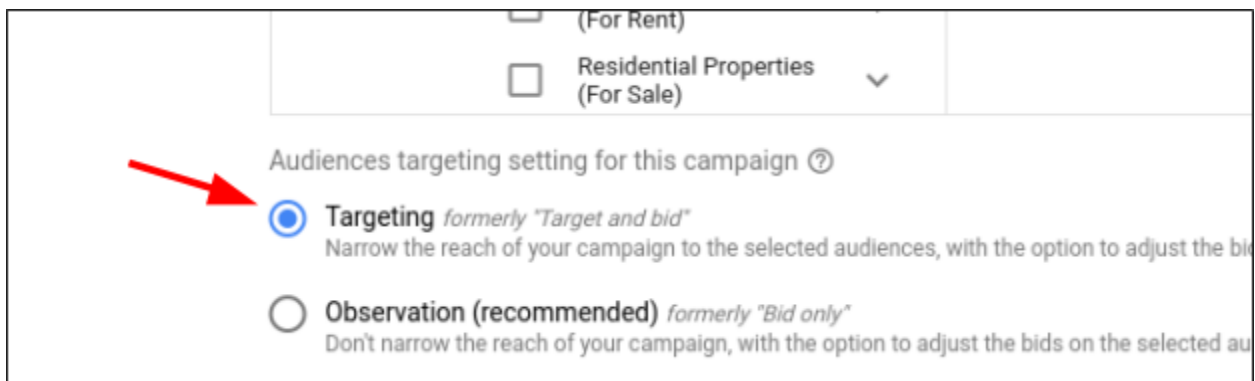
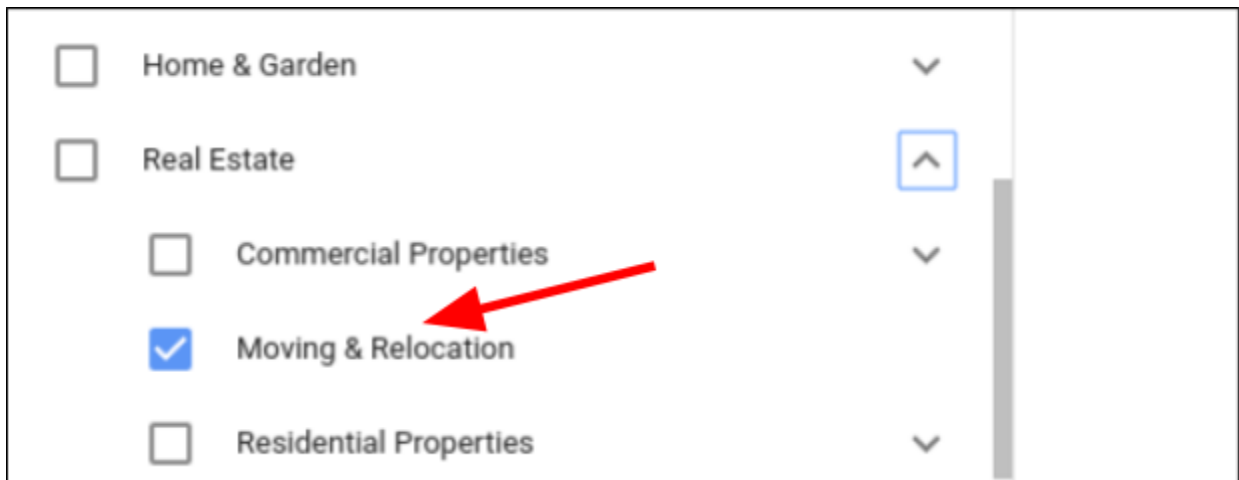
\$ 15



7 - For now, leave everything else in-between alone and scroll all the way down to “audiences” and click the dropdown arrow. Then click the dropdown for “In-market - What they are actively researching or planning”.



8 - Choose "Moving & Relocation". Further below select "Targeting". Then scroll to the bottom and continue.



If you want to make your own tweaks and test further, choose "observation". This will help you fine tune the campaign even further, but for those who want a pretty exact guide without the intention of more fine tuning choose "targeting".

8.2 Setting up the right keywords

For those who are unfamiliar with the term “keywords” it’s very simple. Keywords is a term for phrases used when searching a topic in a search engine like Google. So if you were moving to my area of Raleigh NC. You may search for “Raleigh NC houses for sale”. This phrase would be a keyword.

You may or may not know that keywords have a reputation of being complicated requiring endless research. And yes, it could take time to research the right keywords for your clients’ market. But I will show you a fast start method to the madness.

Since in-market will grow to be the future of paid advertising, I believe this will help those who want a sort of “shortcut” to finding the right keywords because the in-market audience is very close in their home search process to moving to the agent’s target area.

Let’s jump back into the campaign keyword set up.

1 - You’ve just finished the targeting section of the campaign setup. Now, on the following page, you will see the section “set up ad groups” along with a section for keywords. Go ahead and set your bid budget to \$1.50 or \$1.75 and we can adjust later. View the right hand section and exclude any keyword that has “land” or “rent / rental” in it. Just click on the “+” for all the other keywords.

Default bid ?
\$ 1.50

Enter or paste your keywords, one word or phrase per line

Get keyword ideas

<https://listings.realbird.com/tour/D3C9D1B3/507438/2-1>

Enter your product or service

Keywords	Monthly searches
for rent fayetteville nc	100 - 1K
+ houses for rent in fayetteville nc	100 - 1K
+ homes for sale in fayetteville nc	100 - 1K
rentals near fort braqq nc	10 - 100

Exclude any that that "rent".

control which searches can trigger your ads
match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

2 - Now you have a few descent keywords set up. But we don't want to stop here. Since keyword research usually takes a lot of trial and testing to find the right ones for each market, I've listed the ones that have worked well for me. Here they are. **You will want to customize them to the city you are targeting for your clients. (Take out "Yourcity state" and replace with your clients' city or target area. Like this - New York, NY homes for sale)**

Yourcity state houses

Yourcity state real estate

homes for sale in Yourcity state

new homes for sale in Yourcity state

houses for sale [zipcode]

cheap houses in Yourcity state

homes with land for sale in Yourcity state

houses for sale haymount Yourcity state
realtors near Yourcity state
reality companies in Yourcity state
home builders in Yourcity state
historic homes for sale Yourcity state
cheap homes for sale in Yourcity state
foreclosure homes in Yourcity state
bank owned homes in Yourcity state
cheap houses for sale in Yourcity state
Luxury homes for sale in Yourcity state
Yourcity state mls search
new subdivisions in Yourcity state
homes for sale around Yourcity state
Yourcity homes for sale state
realtors in Yourcity state
Yourcity state townhomes for sale
Yourcity real estate
Yourcity state real estate
Find Yourcity realtor
Find Yourcity state realtor
how much is my Yourcity state home worth
Yourcity state realtor
best realtor near Yourcity state
Yourcity state foreclosure
Yourcity state short sales
Yourcity state foreclosure or short sale
Yourcity state for sale by owner
Yourcity state fsbo
Yourcity state for sale by owner listings
buy real estate in Yourcity state
Yourcity state real estate agent
Yourcity state buyer agent
Find Yourcity state real estate

Yourcity state houses for sale
Yourcity state real estate agent listings
Yourcity state townhomes for sale
Yourcity state townhouses for sale
Yourcity state mls listings
Yourcity state real estate listing mls
Yourcity state mls listing service
best schools near Yourcity state
[Your real estate agent client's name]

Now it may be enough to just paste this list into the campaign but we will go one step further.

3 - Go to <https://www.mikes-marketing-tools.com/adwords-wrapper.html>
And past your list of keywords into the box. Then click "wrap adwords".

6. Copy and paste the keywords into Google AdWords, AdWords Editor, a text file, Excel spreadsheet, etc.



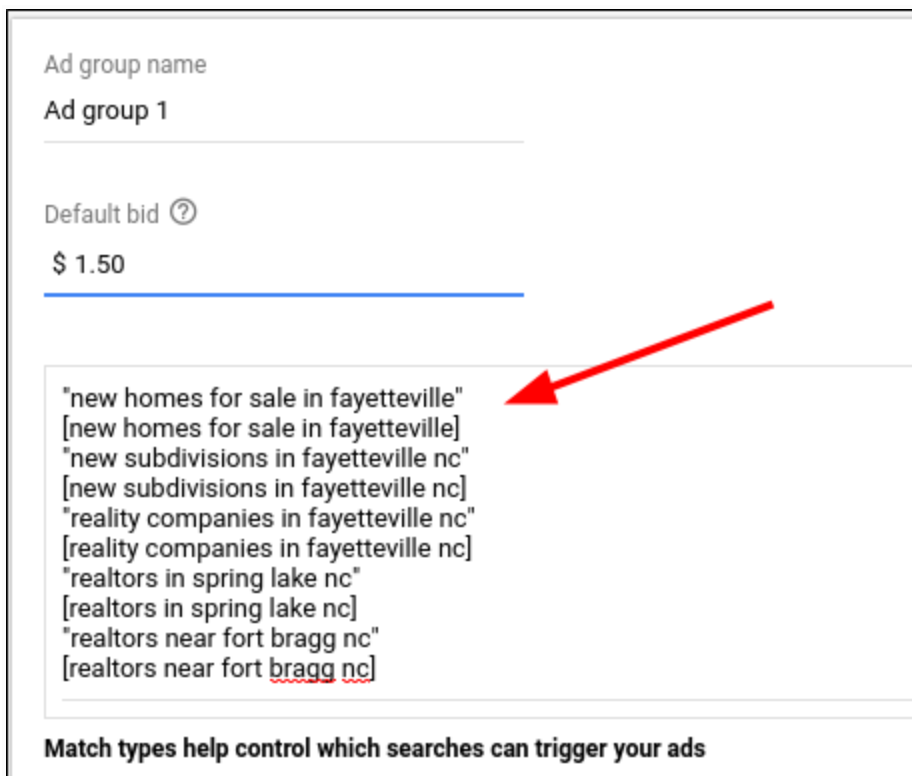
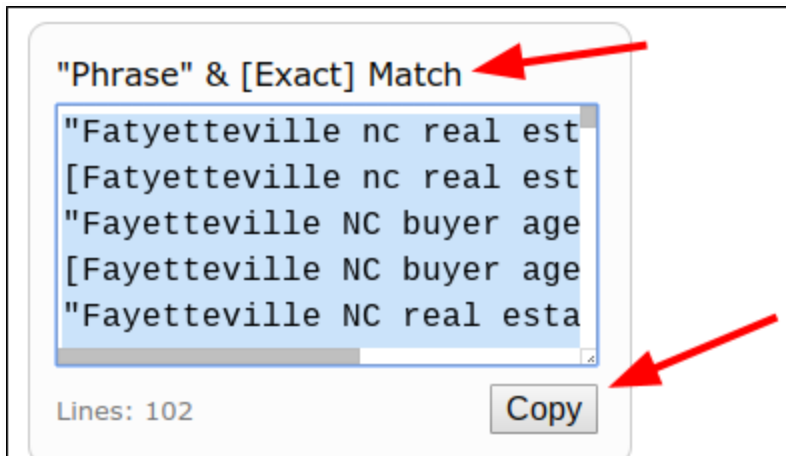
fayetteville nc houses
fayetteville nc real estate
homes for sale in fayetteville nc
new homes for sale in fayetteville
houses for sale 28303
cheap houses in fayetteville nc

Optional:
 Change to lowercase
 Remove bids
 Remove URLs

Wrap AdWords

Notes:

4 - On the next page scroll down until you see "Phrase" & [Exact] Match". Copy the contents of that box (be sure to actually right click and copy) and paste it into the left side of your google adword setup page. Click "save and continue".



When using the "Phase & exact match" option, you will be doing 3 key things to optimize your campaign.

First, you are targeting the exact match when a potential lead clicks on your client's ad. So if the client types "Fayetteville, NC

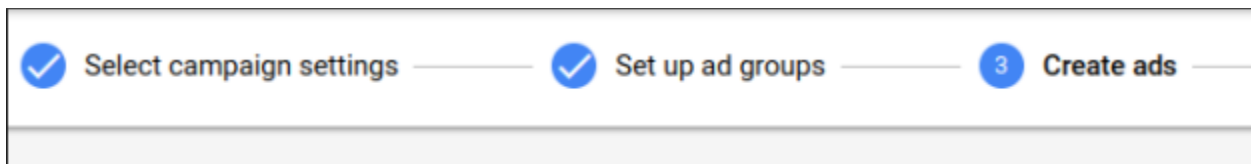
real estate” for a Google search, your client’s ad will show up for that exact keyword.

Also, your targeting will include phrases that have “Fayetteville NC real estate” in it. So if a prospect searches “**Fayetteville NC real estate** for sale”, you will still show up.

And lastly, you are eliminating “broad” matches. So if the prospect searches with a broad term that does not relate to your client’s goals, money will not be thrown out the window.

8.3 Creating your ad

By now, you will be at the “Create Ads” stage of the setup.

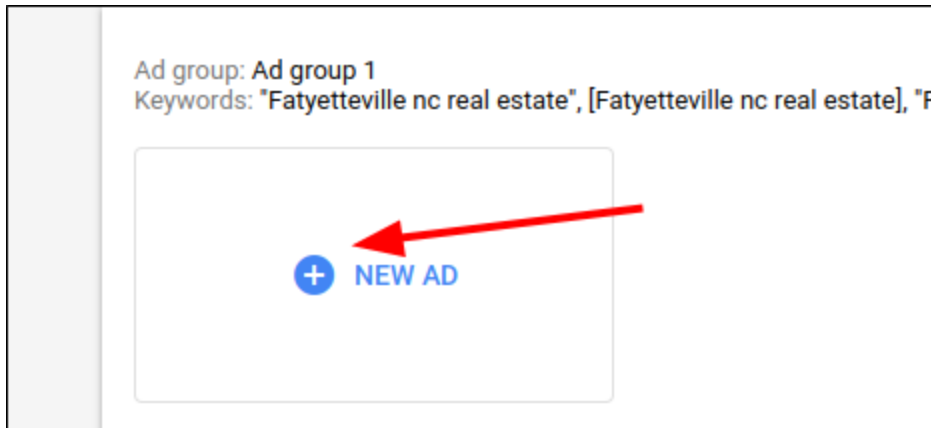


This part can be the simplest part of the process, but it can make or break the whole outcome of the campaign. Be sure to read section 5 very carefully before creating your ad.

That section has examples of ad copy you can use, but you will want to use your own variations. This is because each real estate market is different. What works in one market may need some adjusting in another market.

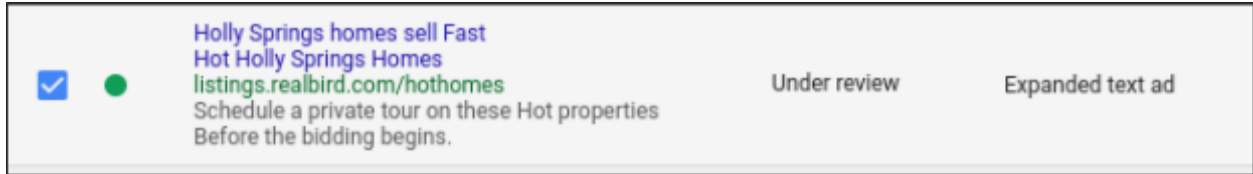
It is because of this fact that you should create 3 or more ads to compare. Once you have a large enough pool of results, you can eliminate 1 or 2 of the lower performing ads. Let’s get jump into creating your ads.

1 - Click on "+ New Ad".



2 - Now it's time to fill in the ad fields. You can use the ad examples from section 5. Input the appropriate landing page url, headings, and description. When finished, it should look something like this.

Final URL		
https://listings.realbird.com/D3C9D1B3/516832.aspx		?
Headline 1		
Holly Springs homes sell Fast		?
Headline 2		29 / 30
Hot Holly Springs Homes		?
listings.realbird.com / hothomes	/ Path 2	23 / 30
Description	8 / 15	0 / 15
Schedule a private tour on these Hot properties Before the bidding begins.		?
		74 / 80



The screenshot shows a Google Ad preview. On the left, there is a blue checkmark icon and a green circle icon. The ad text reads: "Holly Springs homes sell Fast", "Hot Holly Springs Homes", "listings.realbird.com/hothomes", "Schedule a private tour on these Hot properties", and "Before the bidding begins." On the right side of the preview, it says "Under review" and "Expanded text ad".

Note: For each client, it is good practice to switch property landing pages every month. You may even want to test different ads to maximize your results. Each market is different and may experience different results based on ad copy and the style of the landing page.

8 Where to find Realtor Clients

By now you should agree that the nuts and bolts of setting up a Google Ad campaign with In-Market Audiences is easier than expected. "... But what about getting clients, Mike?"

Prospecting for real estate agent clients doesn't have to be complicated. In fact, in this section, I will give you two very simple methods for finding motivated clients who will pay you month after month.

In addition, we'll discuss how to find the data meaning, how to find emails and phone numbers for real estate agents before you make contact.

8.1 Get agent info with the public MLS

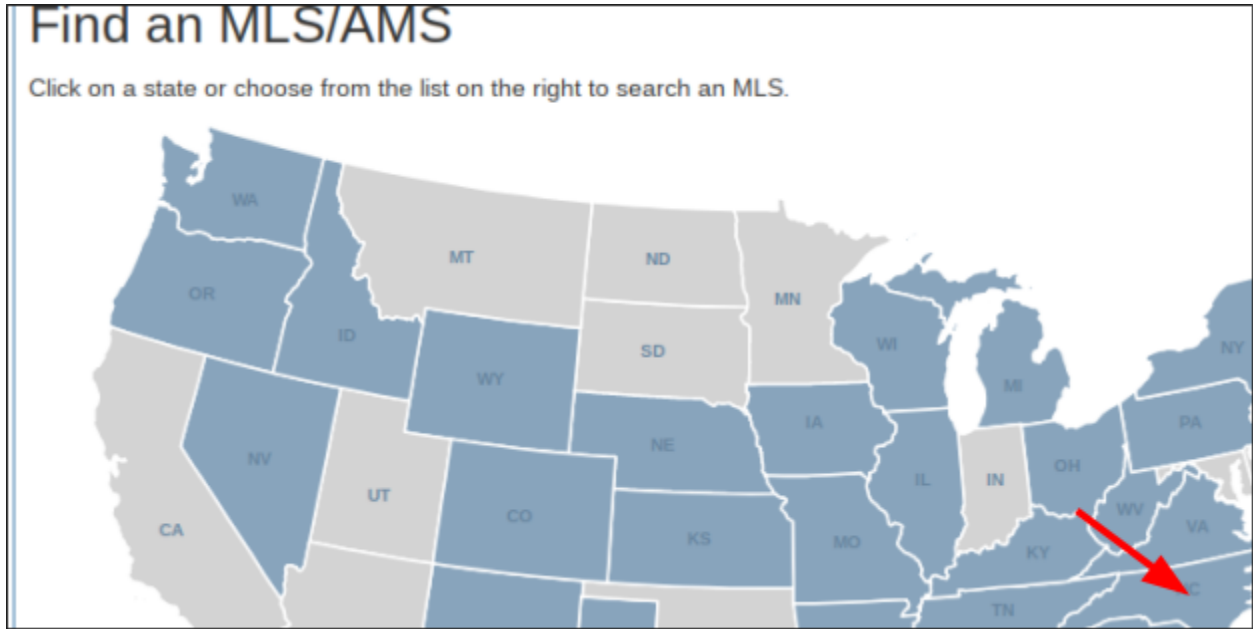
There is a vast sea of real estate agent websites across the web. And just a few years ago it was simple to find emails and phone numbers for realtors because they displayed this information liberally.

Well... times have changed with most real estate sites masking the agents' info with a form to fill out if you want to contact an agent. The good news is that there are still some websites that show all the agents' information without the need for a membership!

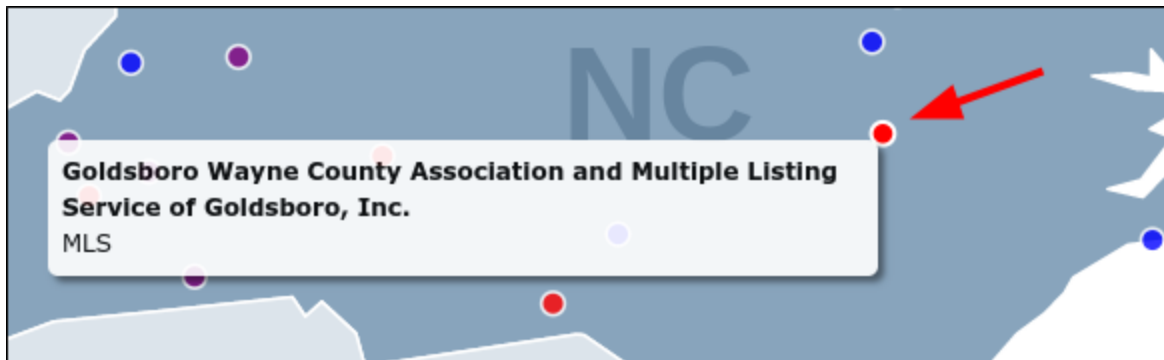
First is **USAMLS.net**. This site is a public version of many local MLS's (multiple listing service - used by agents to access housing inventory). Here's how it works. This mls service *does* require the agent to login to input residential property details for their listings.

But a few years ago, USAMLS decided to mirror this site with a watered down version for the public.... Without the need to create a membership. You can easily find thousands of agents' info with a few clicks of the mouse. Here's how.

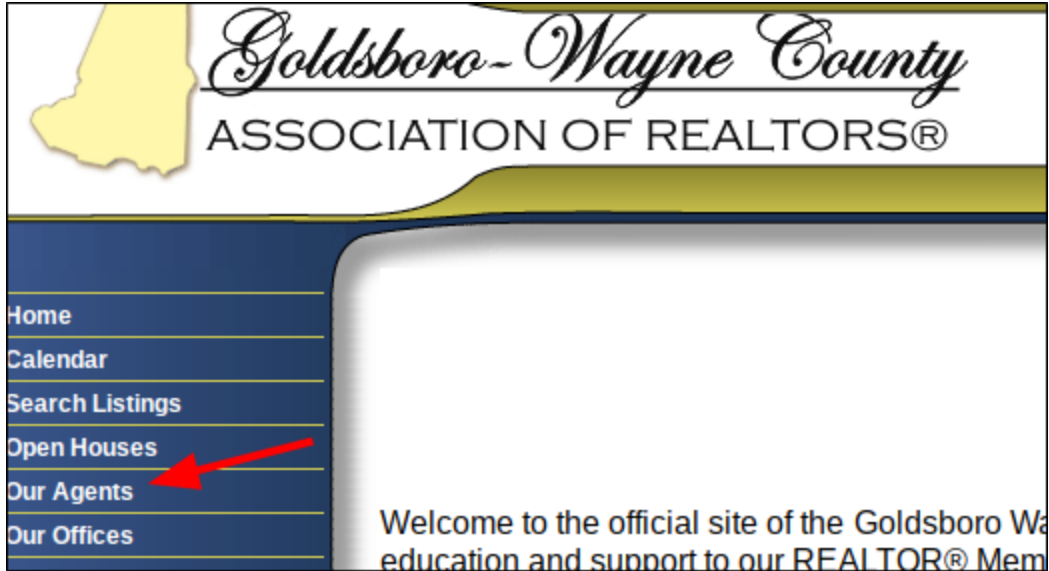
1- Go to https://usamls.net/find_mls.asp and click on the state you want to target. For this example we will use North Carolina.



2 - Once you click on your chosen state, choose the city you want to target.



3 - You will then be taken to the public version of that area's REAL mls. Somewhere on the page click "Our agents".



4 - The next page will display everything. Emails, Phone numbers, Addresses.



8.2 The open house hook

Another way to find willing agents is to hit them while they are hot! And you can do this with the open house approach.

Think about it. Every week real estate agents hold open houses and most likely a large portion of their time is spent dilly-dallying with little to no traffic. So that agent may be surfing the web, reading, anxiously looking out the window for visitors...(few use this time for productive work)

It's a perfect stage for you because it's totally different from dropping by their office. When they are at their office they have a gatekeeper/secretary to screen visits. They may be busy... they may have clients with them... they may not even be there if they are showing homes...

With the open house approach... they WILL BE THERE... They probably won't have clients there... and there is NO GATEKEEPER!

And you can find any open house schedule online. Here's one I've used.
<https://www.zillow.com/nc/open-house/>

Be sure to replace "nc" with your state.

Plus you can use the "open-house sign-up" landing page from section 6.

Really, you're using it as a bribe. And bribe is such a good word to describe this!

1 - Show up at the agent's open house(usually about 10-15 minutes before the scheduled open time. They are usually there to set up things) with your open-house landing page up on your tablet or smartphone.

2 - Introduce yourself and quickly tell them you are not a buyer but you want to give them a free tool. Something like this *“Hey Jim, I am _____ . I noticed your open-house today online and I’ve been working on these new landing pages that have been getting leads for real estate agent’s like clock work. But there’s one we haven’t tested yet - it’s geared toward your open house. In fact, here it is - let me show you. Look, Jim, I have to go, but can I send you the link so you can use it for the rest of your open house? I just need to test it out and all the leads will go to you.*

3 - Send him or her the link and watch them pull it up on their computer before you leave. You may want to even input a “dummy” lead to show them that the lead goes to them directly.

This gives you that foot-in-the-door to offer your main “in-market” service!

I know of consultants who target realtors and this is the only method they ever use!

9 How to ethically “bribe” agents with leads

This may be the single most effective method for getting real estate agent clients aside from the face-to-face methods. If you would rather not cold call or engage in physical meetings, this is a true totally online strategy to get motivated leads for your business.

9.1 Bribing agent without generating any leads

Yes I am proposing that you give something first before you ask for anything in return. And the best way to do this is with home buyer and home seller leads.

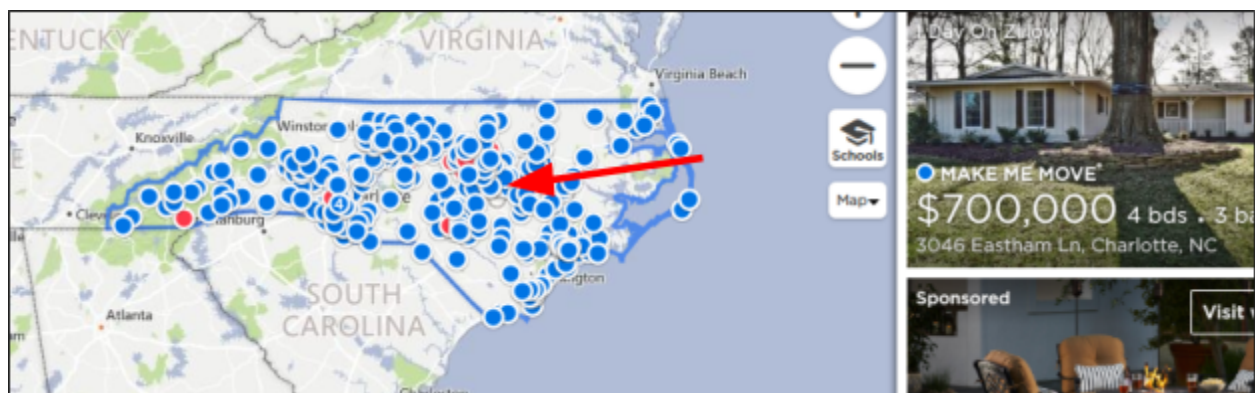
Here's the good news. Money talks and leads can mean money for any real estate agent. Here's another bit of good news. There are currently leads out in plain sight floating around the internet.

First we'll utilize Zillow to grab real time leads to entice your future clients. Go to https://www.zillow.com/homes/make_me_move/

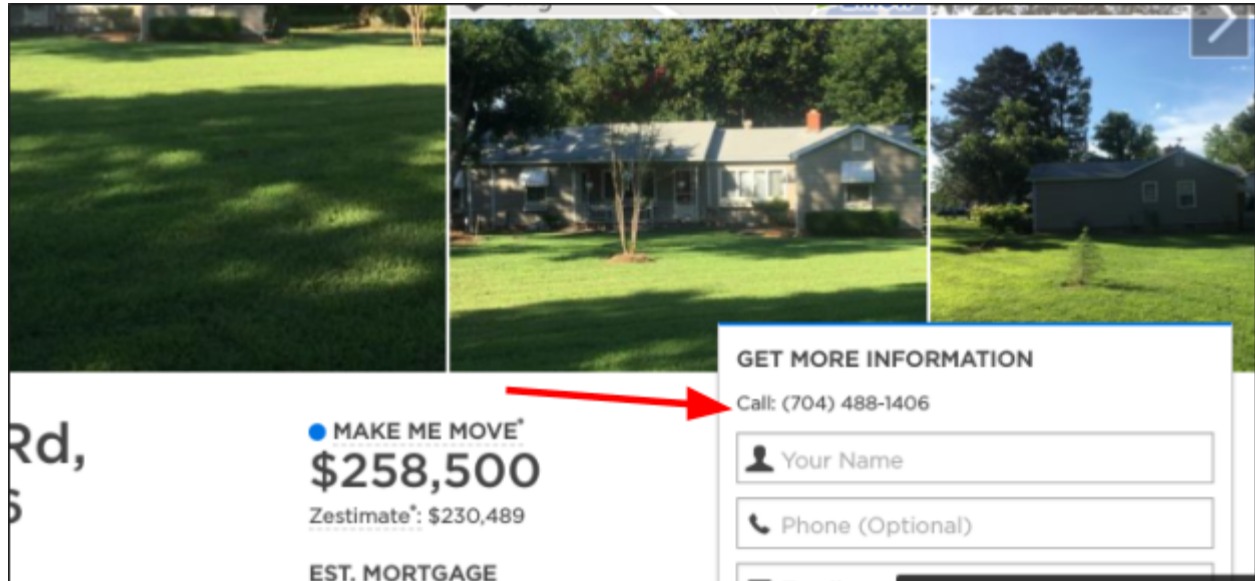
Zillow's "Make Me Move" page is fairly new and it's where future home sellers hang out. Basically, these future home sellers are testing the waters to see if they get a bite. So they throw up a few pictures of their home along with a short description and buyers throw offers at them... hopefully.

Here's the cool part. While most home seller sites mask the homeowner's information and only allow communication through web forms and their internal messaging system, Zillow displays a lot of home seller's information in plain sight.

1 - On the "make me move" page, input the city you are targeting. Then choose any of the dots to view the "make me move" listings.



2 - Inside the listing you will see the homeowner's phone number and of course the address. I'd say that approximately 70% of these will have the direct phone number to the owner.



3 - Use the scripts in the next section to email your potential clients with with your “bribe”. Now one lead will not do. To make things enticing, go ahead and make list of 5-10 seller leads for them.

9.2 Bribing agents with buyer leads using in-market

What better way to get real estate agent clients than putting your money where your mouth is. You probably already know how it will work... except for one thing...

In sections 5-7 you have a detailed outline on how to generate leads once you have a realtor client who will supply you a listing or two. But how the heck will you generate buyer leads without home listings to start with?

It's pretty simple. The zillow leads we just discussed are fair game. I would recommend emailing or calling the home seller first to let them know you want to generate leads and potentially get offers on their home. Few will say no, of course... but most will be open to your idea if there is no catch. You can even offer them any one of your landing pages from your own resources or Realbird.

The reason these listings are fair game is because they are not listed with a real estate brokerage yet. In other words, listings with an agent already are under what is called an "exclusive right to sell agreement". This make it against the rules for anyone else other than that agency to list or advertise that home for sale without written permission.

All you have to do is use their homeowner's listing with an ad like this:

Make an offer on Raleigh homes | Coming soon Real Estate in Raleigh

Be The First to Know and beat the bidding.

Get price, see the [20](#) photos and get property details

Even if you don't use this method, I would strongly suggest you get some practice and see your own results before contacting agents.

You can start with a \$50 credit from google just for signing up for adwords. After signing up, check your email for a promotional email from google.

10 A No-Brainer way to find Adword clients now

I know you are probably used to going through the numbers, right? After all, any client getting method requires you to just beat the bushes and

make a lot of contacts before you can turn “suspects” into “prospects”, right?

What if I told you there was a way to skip the sifting and sorting of contacts to find valid leads? And what if I told you they are in plain sight... displaying to the world that they believe in PPC and that there is no need to explain the concept?

Well, this is going to be so simple because it requires no work to find these potential clients in one step.

1 - Google “[yourcity] real estate for sale” and take a look at the paid ads. Yes, that’s it. Most of these will be high quality leads who are already using Google PPC.

Raleigh NC Real Estate | Contact Us Online Today | saussyburbank.com
(Ad) www.saussyburbank.com/New-Homes/Raleigh ▼
Raleigh NC Real Estate w/ Timeless Detail & Craftsmanship. Connect Online! Local Architects.

Raleigh Homes
New Developments In Chapel Hill,
Hillsborough & Holly Springs Areas

Contact Us
Interested Homebuyers
Contact A Sales Agent Today

Real Estate in Raleigh NC | Wake & Chatham County Houses
(Ad) www.stanleymartin.com/homes_for_sale/raleigh ▼
New Houses For Sale in Raleigh, Chapel Hill, Cary, Apex And More. Search Today! Open architecture.
Heart of The Triangle. Green living design. Near NCSU. Low maintenance. Single-family homes.
📍 1001 Regency Cottage Pl, Cary, NC - Open today · 11:00 AM – 5:00 PM ▼

Raleigh NC Real Estate | 3000+ Real Estate Listings | domicilenc.com
(Ad) tommy.domicilenc.com/ ▼
Find Gorgeous Homes For Sale in Raleigh NC. View Photos, Maps, Prices & More! Most Updated MLS
Listings. Ad Free. Get Listing Updates. Customized Home Searches. Interactive Map Search.
Just Listed Properties · What Is My Home's Value

Raleigh NC Real Estate | Be The First With New Listings
(Ad) www.besthomesinthetriangle.net/ ▼
Create Custom Alerts on a Site That's Updated Every 15 Minutes. No Ads. Easy-To-Use-Tools.

Raleigh, NC Real Estate - Raleigh Homes for Sale - realtor.com®
https://www.realtor.com/realestateandhomes-search/Raleigh_NC ▼
Find homes for sale and real estate in Raleigh, NC at realtor.com®. Search and filter Raleigh homes by

Really any of these would be worth calling or emailing, but look for the poor ads. Remember what we went over in section 6? Use this to find ads that would not stand out. You know, the ones that seem stale and get lost in the other search results.

These are prime prospects because they are probably not getting the best results and you can show them a better way!

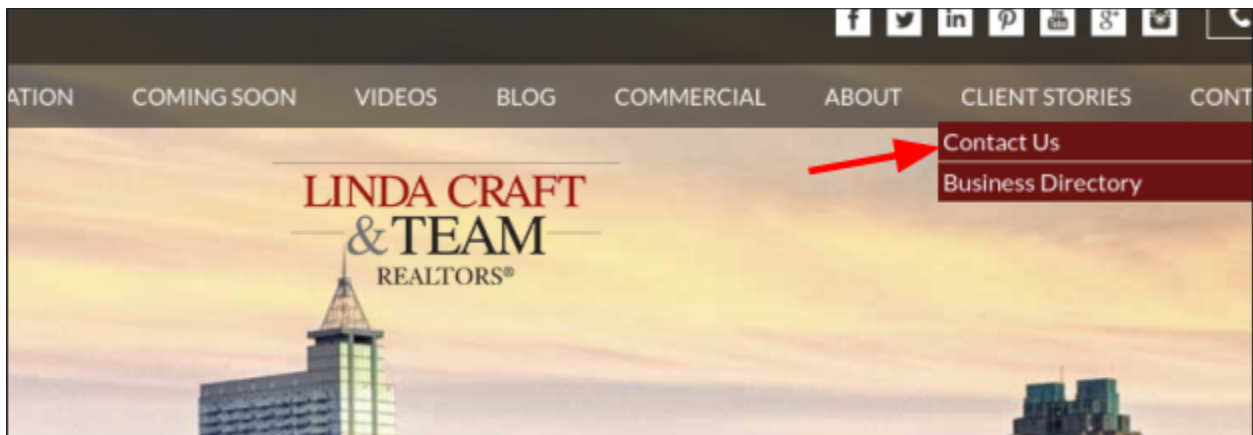
11 What to say to Real Estate Agents

Now this may very well be the easy part. Even though most salesy emails end up in spam or get ignored all together, I will show you a simple way to get a response almost every time.

Don't email them. What I mean is don't email them through your email provider. Instead, send them a message through their website. Make sure the email is short and vague but entirely to the point.

Here's how.

1 - Find any real estate agent's website that is being advertised on Google. Then go to their "contact" tab.



2 - Send them a message on their site's contact form.

State	Zip
<input type="text" value="Choose One"/>	<input type="text"/>
Questions/Comments	
<input type="text"/>	
<input type="button" value="Send Now"/>	

The reason this is more effective than emailing them directly is because they are bombarded with emails every day and you don't want your message to get lost in the sea of daily emails.

Instead, you want your email to stand out. And you can do this without having to think of clever headlines. You can bet when they get a notification that a "website" inquiry has come in... they will be all over it.

Here's a good email that will guarantee a high response rate.

Hi Shiela,

This is Jim. I noticed your listing on 123 Abc St. There are a few complications on the listing page that I have questions about. Do you mind?

Being up front, I'm not in the market to buy this home.

Thanks!

You didn't spew out sales pitches all over their screen, but instead you have peaked their curiosity with genuine concern. They really can't get mad because you told them you were not a buyer.

On the product page for this training I've included several email examples you can use when responding.

11 How to have instant credibility with real estate agents

To have credibility with agents you have to be prepared. And one way to be prepared is to know how to speak their language.

Before we go into how to speak their language, it's important to have the right expectations. A lot of agents are busy all day whether they are working with clients or paper shuffling. So if they don't respond right away, try again.

Also, expect for some of them to be jerks. Don't get me wrong, I love real estate agents and I absolutely love the industry. But the industry has turned into somewhat of a "want to be" celebrity niche. You've seen the modern glamour shots and obnoxious "all about me" videos right? Just take all this with a grain of salt, ok?

Some may be harsh with their style of conversation but it's ok. A good portion of these will need you.. And guess what?... these will turn into your best clients! They'll even refer you other agent clients (outside of their area, of course).

Now that you understand this, know that you will get a lot of easy-to-deal-with prospects as well.

Ok, in order to speak their language it's imperative to speak MONEY. And when I say 'money' you need to know how they get paid. Then you can easily weave this into your conversation.

Here are just a few points to remember:

1. They don't keep their whole commission. In the past agents started with a 50% split with their company and many still do. This means their company keeps half the commission from each sale. A lot of agencies are now offering 60-80% splits with the new e-marketing era causing agencies to not have as much to offer their agents. Either way, even if they keep 80% - there are usually two agents involved in most transactions. A buyer's agent and a seller's agent who both split their commission. This means that if the listing has a 6% commission, the agent only keeps 80% of 3%. Then there can be 30% referral fees on top of that. Makes sense?
2. Next, know that they are business owners. Yes, they are 1099 subcontractors for their firm, but they run everything just like a business if they are smart. So speak to them in terms of being a business owner.
3. Know a little slang:
 - a. Fisbo = for sale by owner
 - b. Frog = Finished room over the garage
 - c. Investor's special = a home that needs work or TLC
 - d. Motivated seller = a home seller that is willing to come off the price quite a bit
4. Know some of their current ways of gaining prospects. Yes they still door knock. They still cold-call. They still send out mailings and postcards. They still advertise in the newspaper. And although these tactics are less effective today, never put them down if they are using any of these. Instead, commend them for having a great work ethic and let them know you can "compliment" their efforts with greater results.

I want to give you an example of how to weave these tips into your conversation.

“... great talking with you the other day, Jim. To move things forward I just need a good listing from you so that I can start generating **leads you don't have to share with your broker**.... I need a listing that is in the median price range for your market... it needs to be pristine though... and No **'investor's specials'** will do here. A good listing with “extras” like a **'frog'** for guests... and even a **motivated seller** will be very enticing, wouldn't you agree?’

Also throw in a few “tie downs” to easily get minor “yes's” to move thing along.

Tie downs like:

Wouldn't you agree?

Isn't it?

Shouldn't it?

Won't you?

Use these few steps to get the agents to trust you, like you, and listen to what you have to offer.

12 How much should I charge?

Now that you know how simple it is to create ads for your real estate clients, there's one more piece we can't forget; the money.

How do you get paid? How much do you charge?

Client agrees to spend \$1000/mo on Google ads and you charge 20% management fee...since that would only be \$200, his total 'spend' will be \$1500, which includes the \$500 minimum fee (Anything less than the minimum defaults to \$500).

You may or may not think that this is a lot for an agent to spend. It's not. Take a look at my average commission in the small market I used to be in. (Goldsboro, NC)

Average home sales price **\$190,000**

Average commission for one side (buyer agent or seller agent) 2.5%

Sales commission \$4,750

Split with brokerage (I got 75%)

Net commission to agent **\$3,356**

And this was with a low market area. Now let's look at the market I am targeting as a consultant. (Raleigh/Cary NC where I now live)

Average home sales price **\$280,000**

Average commission for one side (buyer agent or seller agent) 2.5%

Sales commission **\$7,000**

Split with agent's brokerage (agent gets 70%)

Net commission to agent **\$4,900**

Of course commissions and splits will vary, but these examples are typical. The US median price in 2018 of homes that sold is \$238,800. That means HALF the homes in the US cost more than that. Prices in other countries like Canada are higher.

The fact that a moderately producing agent will have 2 sales each month should confirm that your fee is more than fair.

Especially if you can generate even 1 additional sale for your client each month.

And if you can generate just 2 more sales, this would be a 100% increase in the real estate agent's sales volume!

Remember, every RE agent will NOT qualify to be an Adwords management client for you. That's to be expected.

Some have no capital to front any ads. Some have so little it will not be practical to manage. Some think this is easy and will attempt it on their own.

One thing experienced Adwords users know; It's NOT easy to be profitable on their own...and a consultant's fee is Not the problem. It's knowing how and what to target and the exact way ads must be written and the importance of separate landing pages and tracking and more.

With about 2 million licensee RE agents in the US alone, you will have no trouble finding and signing approximately 4 to 10 well-funded agents over the next 90 days. And these agents will usually remain as clients, since the Adwords promotions become a major part of their overall leads and income.

This exact expense and pay structure has been working for a long time in PPC management. It's proven to attract and retain clients. Many consultants can make a living from only 3 or 4 agents management fees.

This sounds like a winner, because it is!

13 Final thoughts

So now you have all the nuts & bolts on how to set up an effective campaign for your client. I've even given you some easy techniques to start getting good client leads quick.

I don't want to stop there though because I want to give you some real numbers resulting from campaigns I've run for my own clients. This will be just an idea of what you can expect if this is done right. Each market will vary because real estate is very localized with different areas yielding similar versions of different results. You must do your own testing. I recommend you be "in" your clients' campaigns twice a week.

In other words, look at each campaign periodically. Look at results for cost per click, how many impressions you are getting, and know which ones are converting leads along with the click to lead ratio. Then do the same for each ad you have.

Here's a gauge of what you may see compared to my results (you may even do better because these are conservative numbers based on my very "techy" market):

- Once you test at least 3 different ad types, your top ads should get close to 15 clicks a day with a daily budget of \$10-\$15. With a budget of 20-30 you should be getting 30+ clicks. (Once you test and adjust)
- These top ads should be getting 200 or more impressions/day. With a CTR of 5%-10% being a decent starting number.

- Clicks should be around \$1.20 or less to start. *Some markets* can see less than 60 cents a click for top keywords.
- 30 leads in a month is better than what most agents get in a year! 2 leads a day or **60 leads each month** is conservative goal. For clients with a more aggressive budget, you can easily see double that number.
- And **1 in 4-5 leads** will be ready to buy **NOW** (compare to the usual 1 in 15-20)

I can confidently say that \$500/mo clients can be the lowest paying clients. But it's a good start. And if you only ever get \$500 clients - you would only need 12 clients to make \$72,000 a year on this service alone!

Think about what that could do for you...

You can make that side income you want. You can make that career you want, quit your day job maybe, go on the vacation you want... Just imagine spending your time the way you want to spend it.

Maybe you'd spend it with your family... go to your son or daughter's ball game without having to ask your boss for time off. Maybe it's just waking up when you're naturally ready to wake up and not frightened awake by an alarm!

This may seem hokey, but this portion of the strategy is put here deliberately to emphasize the importance of visualizing. Think about your deepest desires as much as you can and think about what you will do to achieve those desires. And when you do this, think as if you already have what you want.

The subconscious mind does not know the difference between reality and a thought backed by the emotion of a deep desire. The act of visualizing as if you already have the thing will condition your mind and deepen your desire which will propel things to line up for the better but it's only almost enough.

Next, do the work. Pick the strategy you want to employ and work it to the best of your ability. Then when you know how to work the system, be consistent.

Do the activities above consistently without wavering or being sidetracked by anything other than those that will help you reach your goal.

If you are hesitant, nervous, or afraid... remember this. The best cure for fear is action. Do the thing and the results will follow.

