

Web-Based Marketing



1. Division of Real Estate Rule E-8
2. REALTOR Code of Ethics
3. Fair Housing Concerns
4. Branding Yourself
5. WEB-Site Development



You want to be sure that your Buyer or Seller is on target with the Market!

Web-Based Marketing

Division of Real Estate Rule E-8

- ✓ One license, one brokerage
- ✓ All Advertising under brokerage firm
- ✓ No misleading the public regarding identity
- ✓ Trademark must be specific to brokerage firm
 - “Each _____ is independently owned and operated.”
- ✓ Professional Designations must be current/valid
- ✓ Awards, Membership, Achievements verifiable



You want to be sure that your Buyer or Seller is on target with the Market!

Web-Based Marketing

Division of Real Estate Rule E-8

- ✓ Teams: Must not mislead the public
- ✓ All Advertising must include Brokerage Name
- ✓ NO-NO's in Team Names:
 - ✓ Realty or Real Estate
 - ✓ REALTORS
 - ✓ Company
 - ✓ Corporation or Corp. or Inc.
 - ✓ LLC, LLP, or LP
- ✓ Brokerage Firm must provide names of licensed team members upon request.
- ✓ Team name limited to use inside Brokerage



Brokerage Name = legal name or trade name

Web-Based Marketing

Division of Real Estate Rule E-8

- ✓ All advertising is accurate and complies with copyright laws
- ✓ All viewable web-pages must include:
 - ✓ Broker's Name or Team Name
 - ✓ Brokerage Firm's Name
 - ✓ Expired Listings removed within 3 days
- ✓ 3rd Parties must be notified in writing of expired listings to be removed within 3 days
- ✓ Initial Contact with Prospects via email, chat, instant messaging, newsgroups, discussion lists, bulletin boards, blogs, etc. must use brokerage name as identifier



Brokerage Name = legal name or trade name

Web-Based Marketing

Division of Real Estate Rule E-8

✓One Click Rule...

✓Sales Data:

✓Sales recaps over a specific period of time or given geographical area must:

✓Cite the source of data in the ad

✓Include a disclaimer that all reported sales were not necessarily listed or sold by broker doing the advertising

✓Are intended to show trends in the area (or separately identify the broker's own sales activity).



When there isn't space for broker's name (or team name) in electronic advertising because space is limited, the broker will disclose clearly and conspicuously on the broker's webpage to which the advertising links within one click of a mouse or tap of the screen.

Web-Based Marketing

Division of Real Estate Rule E-8

- ✓ So what about email addresses?
- ✓ What about domain names?
- ✓ What about texting?



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Web-Based Marketing

REALTOR Code of Ethics Article 12

Standard of Practice 12-8: Present a true picture in advertising: When it becomes apparent that information on a REALTOR's website is no longer current or accurate, REALTORS shall take corrective action.

Standard of Practice 12-9: Realtor® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.



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REALTOR Code of Ethics Article 12

Standard of Practice 12-10: REALTORS are prohibited from
1) engaging in deceptive or unauthorized framing of real estate brokerage websites;

2) manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;

3) deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; or

4) presenting content developed by others without either attribution or without permission, or

5) to otherwise mislead consumers.



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REALTOR Code of Ethics Article 12

Standard of Practice 12-12: REALTORS are prohibited from

- 1) using URLs or domain names that present less than a true picture, or
- 2) register URLs or domain names which, if used, would present less than a true picture.



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Web-Based Marketing

Fair Housing & The Logo

Race
Color
Religion
National Origin
Familial Status
Gender
Disability



Marital Status
Transgender Status
Sexual Orientation
Creed
Ancestry

Show neither preference or prejudice...



The use of the fair housing logo is important both in terms of your commitment to fair housing –but also in limiting your liability against complaints and/or prosecution: Esp. if you use people on your website...

Other behaviors prohibited by the Fair Housing Act or the Home Mortgage Act include:

- Blockbusting
- Redlining
- Steering

Blockbusting

Blockbusting is also known as panic-selling or panic-peddling. It occurs when someone attempts to encourage owners to list or sell their property by predicting that members of a different race or ethnicity will move into their neighborhood and that the arrival of this group or groups will drive home values down. The blockbuster profits by purchasing homes at reduced prices (or by collecting commissions) on the induced sales.

Redlining

Redlining is a practice based on assumptions that certain neighborhoods' property values are declining (usually based on racial or ethnic composition). Lenders may refuse to offer mortgages secured by the real property in these neighborhoods. The term is derived from the practice of using red ink to mark off these neighborhoods on a map. Redlining is prohibited and is enforced through the Home Mortgage Disclosure Act.

Steering

Steering is the channeling of prospective homebuyers to or away from certain areas. Directing persons of a specific color, religious belief, or political belief to areas where persons of that respective color, religious belief, or political belief are perceived to reside constitutes steering and is prohibited.

A real estate licensee has to secure information about the type of property that a buyer is seeking. How many bedrooms are wanted? What are the buyer's hot buttons (fireplace, hardwood floor, large yard)? Is there a preference for a particular location? It is not up to the licensee to decide which house or what neighborhood is right for a buyer; the buyer determines the fit. When a prospective buyer specifically asks to see houses in one neighborhood and one neighborhood only, a single neighborhood focus is appropriate and acceptable.

When a buyer is uncertain about where he or she wants to live, the licensee should show a variety of properties in different neighborhoods (again, provided these properties are within the buyer's price range and include most of the feature preferences).

A licensee should never steer a buyer toward or away from a particular home or neighborhood.

PERSONAL BRANDING





Exposing Yourself for WHO YOU ARE!!!



**What's the most
valuable brand
in the whole
world?**

What's the most valuable brand in the whole world? Discuss at your tables and see if you can come up with the top brand...



That's right, it is YOU!

“Simply put, your brand is your promise to your customer.

It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

Your brand is derived from who you are, who you want to be, and who people perceive you to be.”

-Entrepreneur Magazine



But what exactly does "branding" mean?

How many of you have a clear distinction between personal and professional? Challenges of being a REALTOR is that your friends ARE your clients

Mē` dē-uh:

...the means of
communication that reach
or influence people
widely...



Definition of Media: For the most part we think of media as traditional media: newspapers, radio, television, print, etc.



This is the traditional method of promoting your brand
If we talk loud enough, long enough, and repetitive enough – that's enough! It is really expensive!



What about the alternative? In the '80's we were told that if you want to get someone's attention, just whisper (and spray on a bucket of Nuance). But Whispering can grab attention... Can you whisper to the masses? People you can whisper to are listening. People you can whisper to will talk to others about you – without you even having to ask. Friend/Family based referrals can be the highest margin marketing results you'll ever get.

We are
bombarded
with thousands
of messages
every day from
a multitude of
sources...



Our minds are buzzing 24/7 – from any one of a hundred different sources!



Sadly, Most of our marketing has the subtlety and delicacy of a sledge hammer



How do you get your message to rise above all the background noise? You've got to be a media company that operates from multiple channels...and appeals to the recipients in a way that creates an emotional bond.

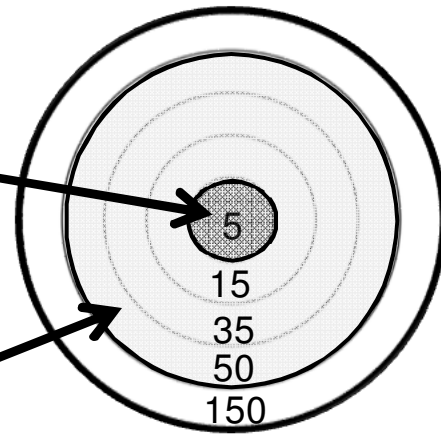


When you're on Facebook – you are not a normal person. You are a Media Company. Everything you post MUST be a reflection of your Personal Branding!!!

“Social Capital”

40% of “Social Capital” goes to our 5 Closest Friends

60% of “Social Capital” goes to our 50 Closest Friends



The other 40% is distributed geometrically to the outer orders to 1500
So what can you do to be sure you are staying within the inner circles?

Extroverts have larger numbers of friends – but fewer deep relationships
Introverts have fewer numbers of friends - but more deep relationships

Your brand is derived from who
you are, who you want to be, and
who people perceive you to be.



Your brand
is your
promise to
your
customer.



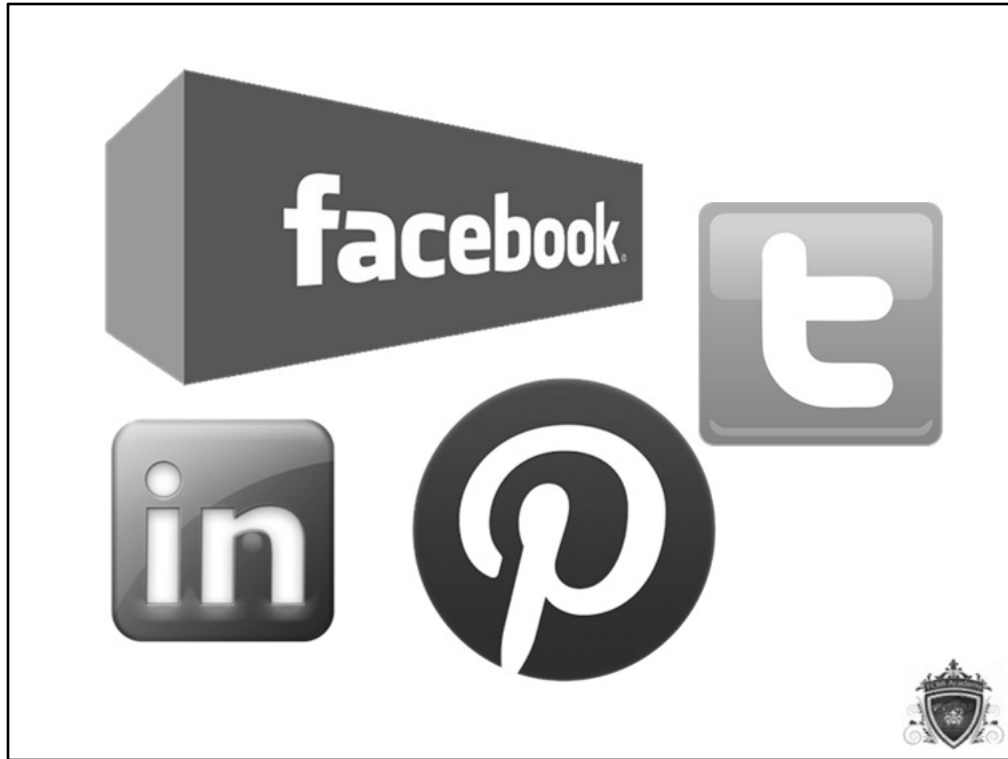
"Once you have your personal brand conceptualized, take a hard look at your online and offline footprint: LinkedIn profile, Facebook Business Page, Pinterest Boards, Twitter Feed, or even a Postcard campaign... Does each marketing outlet echo your brand and help tell the story of your business? Are you making a memorable impression and are you engaging other people to help promote your brand? Tailor your marketing until you can answer these questions with a resounding YES!"



Social Media Strategies







Each of these social media networks have unique features that require unique messaging. They are NOT a catch-all for pictures of what you're eating for lunch... or cute things your cat does under the influence of some nip. Your sophistication (or lack thereof) is depicted by what you post and where you post it.

Facebook: the 24/7 cocktail party of which you are the host

Twitter: breaking news! Epiphanies!

LinkedIn: button down, business casual conversations

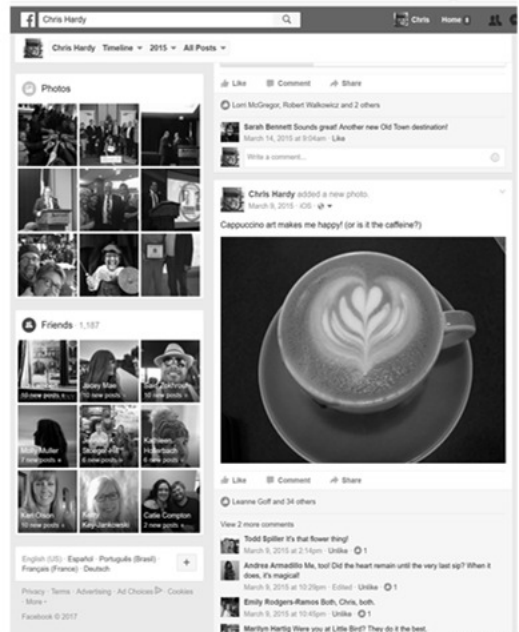
Pinterest: croppers, brewers, fishers, bakers, cooks, home décor, fix it, and so on. - this is the hobbyist heaven

Posts at Facebook that aren't designed to either promote someone else, compliment someone else, create a discussion, elicit an answer, or generally engage YOUR public – ***should remain off the site.***



Components of your strategy:

Everything you do
Online should be
designed to
connect with
people *Offline*!



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Post stuff that people relate to.

Stuff that people can't help but like or comment on.

Your goal is to be in *relationship* with as many people as possible – not brag about what you do every two minutes.



Relationship Status:
it's complicated



Quick Strategies!

- Mini Contests (pick a business, landmark, etc)
- Promote someone else (colleague, friend, etc)
- Make 5 comments for every 1 personal post
- Promote a listing you've just toured (careful)
- Ask your seller to post about their listing
- Create InfoGraphics (PiktoChart.com)



Primary Vehicles for Delivering Content



Well, Do You or Don't You?

Do I Really Need
a Website?



Building a Website



Finally, a licensee must ask him or herself the following questions to begin building:

- Will a company or consultant be hired to build the site?
- If so, how much do they charge now and over time?
- Does the licensee have the skills to build it him or herself, or know someone that can help?
- Can the work realistically get done this way?
- When will the website construction begin?
- How long will it take?
- What impact will it have on the business while it

is under construction? (time, money, human resources, etc.)

Evaluating these questions, among others, will dramatically improve the website's impact on business as well as cut costs by filtering out unnecessary features. It may not be important for some real estate licensees to "keep up with the competition" by deploying every website feature currently available.

Web content management systems, links to community features, and other visuals and widgets may not be in line with the licensee's mission statement and business goals for the site. Alternatively, perhaps these are exactly the tools needed to succeed online.

The only way for a licensee to know what extras to include is to stay informed and carefully weigh website options against his or her business goals and objectives.

What questions will help the licensee focus on what kind of website they need?

- What is the main purpose & target audience for having the website?
- What are the secondary reasons & target audience for having the website?
- What are the negatives of building the site?
- What kind of funding is available to both build and maintain the site?
- Will the site be shared with colleagues or a firm?

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- Why do you need a website? Why do you want a website?
- Why would people want to visit it?
- What would happen if the website isn't built?
- Would business change either way? How?
- Has business been affected by not having a website? How?

What other questions do you need to ask to determine what kind of website you need?



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