Fall in Love with Today's Online Consumer

This class was all about today's consumer, their timeline, and your role. Now that consumers are routinely going online for their real estate search, we also identified key areas on your website that can provide just what they're looking for.

Online Consumer Timeline

Today's consumer can take months to be ready to buy or sell a home, and more importantly, 57% of their journey can occur before a sales professional is involved. As a result, your job is to supplement their search, make it easy for them to find what they're looking for, and be their expert.

Understanding this timeline is the key to effectively engaging your contacts, and your primary goal is to determine where they're at in their search, and then educate them on the rest of their journey.

How You Play a Role

Your website is the most valuable tool for engaging online consumers. Pictures and details of homes, market data, community & neighborhood info, and school ratings are all included on your website.

Listing Search:
- Consumers can easily search for listings by city, zip, neighborhood, or listing number. They can also add filters to narrow down their search results, and even draw a custom boundary for a more targeted listing search! Be sure to familiarize yourself with your website and how it works.

Save a Search:
- Once a consumer runs a search on your website, they can save the search and easily run it again in future visits. More importantly, when they save a search, it creates a listing alert so they'll start getting listings that fit their search criteria directly from you. Learn More

Market Insider:
- Market Insider is packed with valuable information for any type of consumer, including market trends, neighborhood information, demographic stats, and school info and ratings. You can also subscribe your contacts to receive the Market Insider Newsletter each month! Learn More

Custom Pages:
- You have the option of adding up to 5 custom pages to your website. These can be anything from home buying info, a niche market, specific or high-priced listings, and more! You can add text, links, images, and video to these pages. Learn More

Registration Form:
- When a consumer does a listing search or is browsing Market Insider, they'll be asked to register on the 2nd listing (or 2nd Market Insider section). Then that info is then sent to you as a new lead! You can adjust how many properties they can see before registering too. Learn More

Website Registration Form

When consumers land on your website, they can view one listing before we ask for their information. The first page requires their name and email address, then the next page has a few more options. It's important to understand these fields and what the defaults are so you can glean as much information as possible from your new leads.

Thank you for creating an account.

Personalize Your Search

To help you quickly search for homes in your price range in Redmond and get access to more listings through a local expert, please complete the account personalization.

Mobile ▼ ①

Password: ②

About your search

Timeframe: Just Looking ③ ▼

☐ I have an Agent ④

⑤ ☑ I want a mortgage pre-approval

View Listings

1. **Phone Number:** This field is not required, but consumers can add their phone number here when registering.

2. **Password:** They can create a more personal, easy-to-remember password to access your site.

3. **Timeframe:** This defaults to Just Looking, but consumers can select other options to give you an idea of their timeline.

4. **Already has Agent:** If they check this box, it could mean they are already working with another agent. Fret not though, you'll learn how to engage these leads this season!

5. **Pre-Approval:** This indicates they may have financing questions. Because the default is checked, don't lead with that info, try to learn about your new lead first.

Consumer Demographics

The age of online consumers can vary greatly, from 30 to 80. And depending on their age and generation, the conversation you should be having may be incredibly different from person to person. If you're not sure, try to find them on Google, Facebook (and even send them a friend request!) or on Pipl.com.

Millennials

- Largest group of home buyers
- Wants information about the buying process
- Tech savvy, not likely to engage early on
- Have a strong online presence, diversify lead sources

Generation X

- Some are first time home buyers
- Typically looking to upsize their home
- Bought last home in thriving market, equity may be a concern
- Provide market and neighborhood data

Baby Boomers

- Very diverse set of needs
- Downsizing or upsizing to include their parents
- Some have been hit hard by the last recession
- Be proactive with the info they need

Silent Generation

- May need to reacquaint them with the market
- Desire to live closer to friends & family
- Most likely to contact an agent as a first step
- Leverage more traditional marketing methods

market leader.