



Virtual Real Estate Investing and Wholesaling Marketing Tips

By Duncan Wierman

The internet has quickly become a valuable resource for real estate marketers because it allows these individuals to advertise to an unlimited number of people at once. By taking advantage of everything that the internet has to offer, real estate professionals can maximize their income potential because there are so many different options for them to utilize. In the past few years, the internet has become the first place that potential home buyers look when searching for a new home, making it vital for all real estate agents to have an online presence at this time.

There are numerous advantages to having online presence, starting with how easy it makes searching for a home for the home buyer. All they have to do is look at a website in order to search for a home that meets their needs, view pictures and, potentially, come to a final decision on the home. This makes the process much easier for a Realtor/ Investors as well, since they can let their website take care of much of the world for them. These potential clients can view twice as many homes in a short period of time on the website, especially since the search function will allow them to weed out any homes that do not meet their requirements. The average age of home buyers has dropped considerably in recent years, so we will see a continuation of this trend, since younger people tend to use the internet for many things in their daily lives. Basically, you can make yourself much more visible to countless potential buyers by getting yourself online, so there is really no reason not to take advantage of this.

Once you make the decision to develop your online presence, there are a number of different things that you must do in order to have your campaign succeed. There is a lot more to this process than simply purchasing a clever domain name, as your site must be what people are actually looking for. Many of these sites do not live up to their expectations because of a lack of communication between website designers and Realtors/Investors, as well as other functionality issues that can arise. It is up to the Realtor / Investor to make the most of the website by learning about what makes a website successful, starting with making your website as appealing as possible. An appealing website must get right to the point, as people do not want to search around for the information that they seek. There should not be any distractions, but rather a fast loading page that provides direct access to listings. The

front page should be simple so people do not get confused, as this could lead to them choosing a different website.

Next, you must list your website with an online directory, as this will allow you to promote the website for free. You will have to develop some high quality content at this stage, as this is mandatory for getting accepted into these directories. It is not a bad idea to hire a writer to take care of this for you, as high quality articles are actually pretty affordable in today's climate. When this content is being created, keep it as simple as possible, so that the average person will be able to understand it, and also incorporate search engine optimization techniques into the writing. This search engine optimization will be based on geographically friendly keywords, which will ensure that people in your area are able to find your website when searching for real estate options.

One technique that many real estate professionals are using is developing a blog, as this can be a great way to keep potential buyers up to date on the latest listings. Adding a blog to your website is also a great way to add new content to the site, which search engines really enjoy. Your blog can help you to generate new leads, so make sure that you take advantage of this new tool once you have your website set up. It will definitely help your chances of succeeding online because it creates a constant line of communication between yourself and the buyers.

The final thing to make sure that you are including with your online presence is plenty of ways for potential customers to get a hold of you. Make sure that you include things like email addresses, phone numbers, and any other method of communication that you can think of, as you want the individuals who view your website to become solid leads. It might also be a good idea to set up a newsletter, as this will allow you to send information to potential clients on any new listings as they become available. A newsletter is simple to create and since it will only be sent to people who opt in, it is very likely that a lot of people will be receptive to it. A newsletter can act as a low pressure sales gimmick that will simply allow you to keep in touch with everyone who has every inquired about a house with you.

Being wise in the online world can only help your chances of success, since an increasing number of people are using this technology every year. It will soon get to the point where you cannot be successful without some online marketing, so it is best to get involved right now while you still have time to learn all about online marketing. The real estate world is changing for the better, so now is the time to be at the forefront of this new movement and begin selling your listings in an online format.