

CUT THROUGH THE NOISE

FIVE ESSENTIAL
tips for marketing your property using
psychology and human behavior.

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WHETHER YOU'RE an investor, an agent, or a house flipper; whether you're looking for tenants or advertising a piece of land, you're selling something.

How you sell that something is what marketing is all about. To market properly, you need attention, clarity, transfer of emotion, transfer of logic, and a goal. This may not be as crucial in a low-ticket space, like online shoes, but in the high-ticket real estate space, these five pillars have to co-exist to create a cohesive process for the prospect to buy.

Here are five essential tips for marketing your property and cutting through the noise based on psychology and human behavior.



1 FIGHT FOR ATTENTION

Headlines you write for your website, listings, seminars, webinars, blogs, and ads can make or break your business.

People are viewing and buying properties online more than ever before. When buyers shop for them—and read twenty property descriptions in five minutes—will yours prevail and get clicked?

This gets even more complex. Headlines have spheres, which resonate better or worse depending on the audience you're targeting. For example, when marketing an expensive A-class property fitting a prospect from a higher socio-economical status, your headline needs to be more intellectual than empathetic.

Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses revolving around fields like education, law, medicine, research, and politics.

Headlines give you less than twenty words to work with, and with the average (and declining) attention span of twelve seconds, each and every word must be precise to create a home run.

Here are three actionable tips you can implement in your headlines today:

- Specificity gains attention. Property overlooking a lake? Mention which lake. Also, apply numbers in your headlines.
- Use active voice, actions, and verbs rather than passive adjectives.
- Utilize power words, like unique, must-see, one-of-a-kind (without over-selling).

2 BE CLEAR

A clear, simple message will always triumph over a trendy expensive ad that ends up confusing the prospect. Here's what you should keep in mind:

Know who you are selling/talking to.

Research your audience—where they cohort, what they Google, and the pain points keeping them up at night.

Know what you want to say.

Craft a message that is congruent with your culture, values, and brand voice.

Build an outline.

This applies to cold emails, blog posts, email campaigns, and even ads.

Use white space.

Bullet points and images are key to avoid visually overwhelming the prospects.

Be concise.

Get to your point and avoid overcomplicated words.

Use analogies.

They are one of the best ways to make explanations simpler.

Be specific.

Avoid being general in your writing. Specificity equals competency.



While you clearly aim for your ad or message to be read or seen by thousands, train yourself to think you're writing to a friend, and address one person. Use "you" and "you're," and avoid "I" and "we" as much as possible.

Another mistake plaguing real estate professionals marketing their properties (or products) is how they focus on features, not benefits. Saying how big the guest suite is doesn't sell the prospect on the benefits of its size. By doing so, you are skipping the emotional part entirely, and focusing only on the logical part of the sale.

We humans are emotional creatures. We justify our emotional purchases with logic. A Prius and a Ferrari can both get you from A to B. Heck, the Prius even has more seats! But you don't buy a Ferrari to get from A to B. You pay for the feeling you get while driving it from A to B.

And that's why the size of the guest suite "won't matter," just like the number of seats in the Ferrari won't—at least until the logic part kicks in, when your prospect calculates the math for price per square foot. Even then, emotion still triumphs over logic many times. Savvy buyers still purchase Ferraris.

For prospects to put the mental energy into calculating, an emotional reaction is needed. Indulging their emotional side means you'd like to tell them a story. Not only of how the property was built or who owned it, but of how it feels to live there—how that big guest suite can entertain the prospect's family coming to visit, including Edgar, their dog. You paint a picture in their mind, and suddenly the dollar value cannot be quantified numerically. It has a feeling to it, and the prospect wants *this* property.

When trying to find a tenant for the recently vacated room



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in your multifamily property in Los Angeles, are you aiming for a male or female tenant? Saying the unit has a dryer and washer included is a feature. Writing “wash and dry your clothes in the safety and comfort of your own home”

is a benefit, and gives the female prospect a feeling of extra safety.

Without directly saying (writing) it, you paint a picture in her mind. “I won’t have to walk outside with laundry late at night.” If a mother reads this listing, your chances of finding a

tenant increases exponentially.

This is a glimpse of how the lizard (limbic cortex) part of our brain actually works when seeing an ad/description. The need to feel safe and protect loved ones kicked in subconsciously.



TRANSFER CERTAINTY

To close any sale, a client must see the benefits of the product/services sold, trust the person selling it and the company (or brand) behind it, and feel the actual deal makes sense. The amazing thing is, most people don’t necessarily buy from the best. They buy from those they deem least risky. And risk is calculated in the logical part of our brain, the frontal lobe.

If you can position yourself/your brokerage as an authority in the space with long-form blogs that provide lots of extra value, the next time a prospect sees your ad, he will “logically agree” to buy. But remember, the prospect will only put in the time and mental energy to calculate risk logically if the emotional desire was created (or pain agitated) previously.

To increase the chances of passing the logical sale barrier, make sure you publish testimonials on your website and implement a “featured on” section for social proof. Use logos of big brands and publications you’ve worked with, causing the halo effect.

Here are some additional things to consider using as social proof:

- Any real estate or other professional certifications
- Your professional affiliations in the region/local area
- Personal information so you can start building deeper relationships
- Practical experience in the area serving past clients like your current readers
- Associated skills you have that will help your client throughout the buying journey, like if you were a home inspector or a contractor

Also, make sure information such as the square footage, number of bedrooms and bathrooms, and the MLS listing are easy to read and separated from the ad copy in order to make the logical-risk-calculating task easier for the prospect. If the prospect needs to re-read the text a few times to gather the numbers required to calculate the risk, odds are against you.

HAVE AN ULTIMATE



The reason for having an ultimate goal is twofold: your own focus and the clients’.

FIRST, when you have a clear strategy, methods and metrics are implemented much more precisely. It will help you focus. For example:

- When sending out a flyer, if your ultimate goal is to get more phone calls, don’t cover half the page with your social media icons.
- If your goal is to increase your social presence and following on Instagram or LinkedIn, don’t include your phone number.
- Spread flyers in two different colors to two different areas to measure A/B testing. When answering inquiries, ask what color the flyer/ad was that made them call.
- On your brochures, when including a website, make sure you have Google Analytics linked to it in order to measure new incoming traffic.

You put a lot of time, energy, and hard-earned money into marketing. Make sure you know the goal of your specific

marketing effort, and that you use the right metrics to measure its merits.

SECOND, the prospect’s focus. If you don’t have an end goal for your marketing endeavor, it’s highly likely you’re overwhelming your prospect with options.

The famous study done in 2000 by Harvard psychologists Sheena Iyengar and Mark Lepper comparing two jam stands in a food market—one featuring twenty-four types of jam, the other only six—is one of many case studies proving too many options can cause analysis paralysis (translation: no sale).

So, make sure you have an ultimate marketing goal, create a strategy to execute and measure it, and avoid confusing prospects in the process. By punishing them with overwhelm and confusion, you are punishing yourself with lost leads and revenue.

Asking a professional to create your ideal customer persona (type of prospect who’s more likely to convert) could be worth hundreds of thousands in increased revenue, and millions of dollars saved in misdirected marketing.

These marketing and copywriting techniques have been battle-tested in many fields, but it’s time to implement them in the real estate space. They’re proven to work, as we humans didn’t change—we are consumers with a heart first and a brain to follow.

In your sales and marketing efforts, follow the trail of attention, clarity, emotion, logic, and goal. These can be tools for building your business, or tools of destruction when beating your competition and cutting through the noise. ■