

HOW TO WIN IN A CHANGING MARKET

An Essential Guide
for Realtors in 2024

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Introduction

FIRSTLY, IF YOU ARE READING THIS – WELL DONE FOR NAVIGATING THROUGH A TOUGH MARKET.

Despite market interest rates and prolonged inventory, Forbes Advisor predicts an increase in home sales transactions and a surge of demand on its way. The time to grow is coming.

The time for you to get ready is now.

BUT HOW DO YOU DO IT?

It starts by taking control of what's within your power. Become unshakeable. Build efficient workflows, provide exceptional client service, and maximize your brand visibility.

Now is the time to nail the core elements of your business and embrace what makes you unique. In doing so, you give yourself stability - no matter how the market moves.

SO, ARE YOU READY TO GET GOING?

We like Brad Inman's 2024 mantra of "Roar in 24!"¹. This guide aims to help you do just that.

At SignMore, we've analyzed our data and pulled core themes to help you maximize your growth in 2024 and beyond.

Welcome to growth, transformation,
and unparalleled success in real estate.

¹ Inman



The Pillars of Success

52%

of realtors' high-quality leads come from social media, making it the top tech channel for growth.²

25%

of property sector calls come outside of regular 9-5 office hours.³

81%

of consumers need to trust a brand to consider buying from them⁴

1. Embrace Technology

Real estate will always be built on people connecting with people. Still, it's essential to recognize technology's role in advancing all areas of your business. Technology solutions can be a strategic partner in your success, from virtual reality showings, to automated marketing strategies. With the right tech tools, you can exceed clients' expectations and raise the bar.

2. Provide Exceptional Client Service (Around-the-Clock)

In a market where expectations are as high as the stakes, your commitment to client service defines you. Offering around-the-clock assistance and personalized experiences will set you apart. Every touchpoint is a chance to deepen your client relationships. But how do you stay available for clients in a 24/7 world while also having balance and time to switch off? The secret isn't so secret: you can't do it alone.

3. Keep Evolving Your Brand

According to research from PwC, trust is a moving target and the factors affecting consumer trust change in importance every year⁵. When the financial future is uncertain, clients want to be confident in their choices, and premium brands therefore tend to perform better⁶. So, how do you build trust and become a 'premium brand'? The answer is: it's everything. Your brand is your promise and every small part of how you interact with clients, present yourself and overcome challenges can contribute to your brand equity.

² NAR

³ Analysis of call patterns conducted by SignMore

⁴ Edelman

⁵ PwC

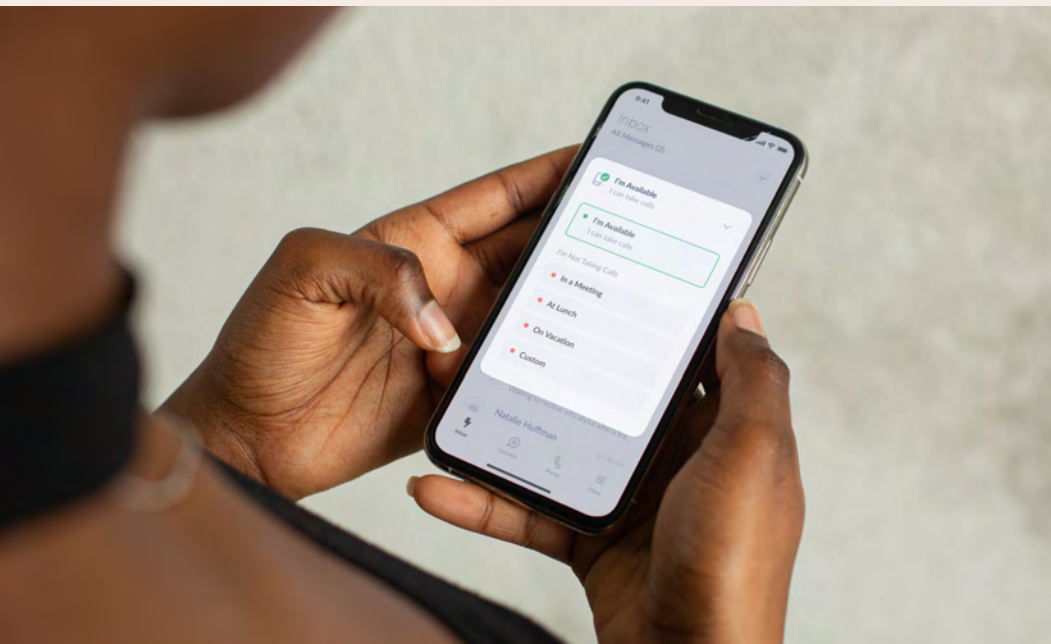
⁶ Kantar

Embrace Technology and Digital Transformation

Key trends:

REALTORS ARE ADOPTING NEW TECH TO GET AHEAD

According to Deloitte, **41%** of real estate companies have accelerated the use of technology to redefine their processes.⁷ Tech adoption aims to enhance operational efficiency, reduce costs, and improve the client experience. However, according to CIM, the willingness of realtors to adopt new technologies is different from the ability to implement them⁸. To benefit from improvements to your business, you need to get buy-in from everyone on your team and clarify the business case.



DATA-DRIVEN MARKETING

72% of real estate marketers rely on data and analytics for decision-making⁹. According to a study by the Annuitas Group, companies that used marketing automation tools increased lead engagement and improved sales by 451%¹⁰. At the same time, lead quantity increased by 80%. Understanding your client base and using data-driven insights should no longer feel out of your comfort zone. With a vast array of tools available on the market – using data to your advantage is easier than ever before.

⁷ Deloitte

⁸ CIM

⁹ North Rose Technologies LLP

¹⁰ Salesmate

Key Strategies:

CHOOSE TECHNOLOGY THAT MAKES THE CLIENT JOURNEY SEAMLESS AND PERSONALIZED.

Even the best-intentioned tech strategy only works if the tools chosen are well-adopted and well-liked. When your clients are potentially going through one of the most stressful processes of their lives - they want a smooth and established operation. When you create efficiency and convenience for your clients, you gain the valuable reward of customer satisfaction, which in turn equates to increased brand equity.

EXAMPLES OF STRESS-BUSTING TECH FEATURES INCLUDE:



SELF-SCHEDULING AND RESCHEDULING OF VIEWINGS AND APPOINTMENTS



AUTOMATED REMINDERS



SIMPLIFIED PAYMENTS



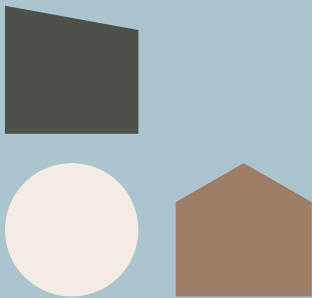
AUTOMATED PROCESS UPDATES AND NOTIFICATIONS



VIRTUAL AND VIDEO TOURS



24/7 AVAILABILITY THROUGH CHANNELS LIKE LIVE CHAT



It's also worth considering the impact of outsourcing. When you utilize tech or a third-party solution for your processes, you have more time to focus on building relationships with your clients and sourcing new business.

YOU'RE THE CEO OF YOUR BRAND (USE YOUR DATA!)

Real estate professionals often play the role of salesperson, marketing manager, customer service guru, and CEO – all rolled into one. Thinking like a CEO involves scrutinizing business processes and data analytics to understand how different tech and marketing strategies could rocket power your growth. Many tools can help you understand who your clients are and where they spend time online. You can even start simply by using your social media insights. Take the time to learn how data can improve your processes – from marketing, to sales, to the entire client journey. Here are some examples:

- Find out when your audience is most active on social media, and then post or engage at these times. It's easy to get this insight from your social media platform of choice!
- Figure out your geographical-focus – where are your clients based? Could you find new advertising opportunities in these areas?
- Where in the sales process do most of your leads drop off? Can you spot any patterns that you can work on improvements for?

Relying on your gut will only get you so far. With data, you have evidence to support changes to your strategy.

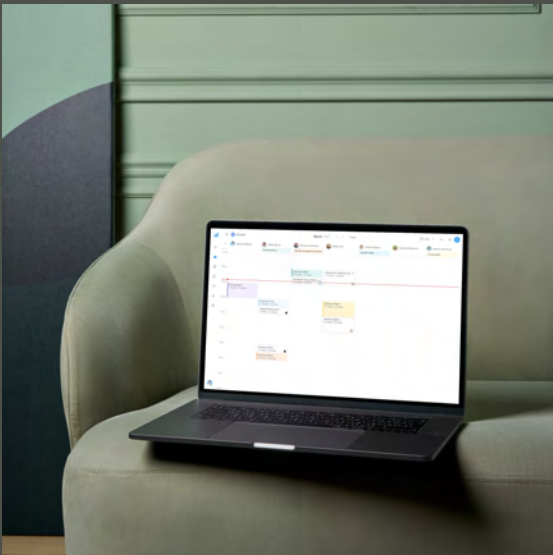


Keep Evolving Your Brand

Key trends

HYBRID WORKING AND THE BIG SHIFT

A major trend shaping the market post-COVID-19 is the widespread adoption of hybrid work policies, influencing a demographic shift from large urban centers to more affordable, remote locations. Coupled with the increased utilization of technology in the workplace, this shift is redefining residential real estate demand and altering traditional market patterns.



LEGAL CHALLENGES

The aftermath of the Sitzer/Burnett decision casts a shadow over the industry. The decision emphasizes the importance of building a robust and resilient brand that can withstand intense client scrutiny and market fluctuations. The ability to navigate these challenges while capitalizing on emerging opportunities will be crucial for realtors in this evolving landscape.



SOCIAL MEDIA'S GROWING INFLUENCE

Social media platforms are vital for showcasing properties and engaging with diverse age groups, and 51%¹¹ of real estate professionals use social media for lead generation. But how do you start planning to capture the attention of the next generation? TikTok has 73.7 million monthly active users, with a prognostic to grow to 88.7 million by the end of 2024, according to eMarketer. But currently 12%¹² of realtors use TikTok – so there's a huge opportunity to capture the next generation and build your brand.



MOBILE DOMINANCE

With 58%¹³ of visits to real estate websites coming from mobile devices, having a mobile-friendly website is essential. This ensures a seamless browsing experience for users who conduct property searches on their smartphones.

Try navigating your website from your smartphone as if you were a typical client. Where could you make it more user friendly? A quick win could be adding a simple click-to-call feature making it easy and attractive to call you. This simple change could increase the number of inbound inquiries you get.



¹¹ [North Rose Technologies LLP](#)

¹² [NAR](#)

¹³ [WebCodeGenie](#)

Key Strategies:

NAIL THE NON-NEGOTIABLES

It can be difficult for clients to know the difference between a high-quality real estate service and an inferior one - they often don't have all of the reference points to hand. Even when clients do get a recommendation from friends or family, the next step they often take is to complete internet research themselves. This is why it is SO important for you to present in the best possible way across your digital channels.

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Maybe people don't notice every single individual detail, but in aggregate, they're powerful. In any great business, most of the details you closely attend to are ones that only a tiny, tiny percentage of people will notice.

WILL GUIDARA, UNREASONABLE
HOSPITALITY: THE REMARKABLE
POWER OF GIVING PEOPLE MORE
THAN THEY EXPECT



CONSISTENT BRANDING

Make sure your your brand is consistently represented across all online channels. Use the same logos, colors, photos, and tone of voice. Uniformity in branding helps clients to trust your brand, which will in turn help you grow.

MODERN WEBSITE

A visually appealing, user-friendly website that performs well on all devices is crucial. It should effectively communicate your unique value proposition and showcase your success stories.

TESTIMONIALS AND REVIEWS

Actively collect and display testimonials, particularly video testimonials, on your website and social media. They are powerful tools for enhancing your reputation.

VALUABLE CONTENT CREATION

Providing valuable, informative content helps build trust with your audience. Write about what matters and demonstrate how your expertise in that area underpins your commitment to your clients' needs.

MAKE YOUR LISTINGS STAND OUT

99% of people aged between 24 and 57 use the internet to find homes in their home buying process¹⁴. That's a whole lot of searching through listings. With online search being so prominent in the home hunting process, how do you make your listing stand out? Properties listed with video content receive 403% more inquiries, and those with high-quality photos sell 32% faster¹⁵. Visual appeal in online listings is a critical factor in attracting and engaging potential buyers, but it also contributes to the overall impression of your brand. If your listings are consistently high-quality, accurate, and easy to navigate, you create a better experience for clients and prospects.

In today's real estate market, having a solid digital marketing strategy and strong online presence is essential. How properties are marketed, searched for, and sold is ever-evolving. But recently there has also been a shift in how realtors sell themselves and their services.

¹⁴ Statista

¹⁵ NAR

Provide Exceptional Client Service

Key trends

THE POWER OF REVIEWS AND TESTIMONIALS

88% of consumers trust online reviews as much as personal recommendations¹⁶. Positive reviews and testimonials are vital in establishing credibility and trust in the real estate market. Spreading your reviews across multiple platforms can aid visibility and provide a higher level of credibility.



RISING CLIENT EXPECTATIONS

There's no denying that in the age of convenience, clients expect more. The most common reason clients switch to a new brand is feeling underappreciated¹⁷.

Clients also want around-the-clock availability. According to our data, 25% of all property business calls come in outside office hours - including weekends. The most common time for off-peak calls? Before the working day begins. 63% of all off-peak calls come through between 6 am-9 am on weekdays. If you don't like the idea of starting your work day at 6 am every day (or working every weekend), you can still capture these valuable leads.



¹⁶ Search Engine Land

¹⁷ Vonage



Scott
Rechler

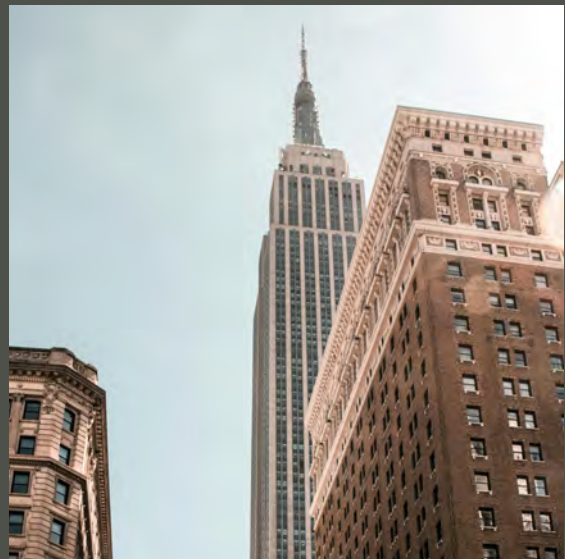
AMERICAN BUSINESSMAN
AND CEO OF RXR REALTY¹⁸

“

The future of real estate is no longer about delivering four walls to tenants. Instead, it's about creating a unique, personalized client experience that fosters meaningful interactions, collaboration, and productivity.”

A COMPETITIVE MARKET

Real estate is one of the most competitive industries in the US. In December 2022, the US saw a record-high number of Realtors¹⁹. But this cooled by 2% in 2023 due to market conditions. The states with the most Realtors are Florida (222,293), California (202,852), and Texas (152,222)²⁰. Although the market is improving, it remains slow. Typically during long periods of difficulty and uncertainty, we see significant numbers of realtors allowing their licenses to expire²¹. It could mean fewer realtors operating within the market, and an opportunity for those that remain to take a larger share. But, reputation and trust have never been more important.



¹⁸ McKinsey

¹⁹ Hooquest

²⁰ RubyHome

²¹ RubyHome

Key Strategies:

KEEP CLIENT INTERACTIONS HUMAN

75% of callers feel “highly annoyed” when they can’t get a live person on the phone²². Buying a property is one of the biggest purchases people make in their lives, so it puts people’s minds at ease if they can always speak to a real person.

Plus, the phone call is a powerful tool for sales. Answering every call could generate as much as 54% increase in new business²³.

A 24/7 answering service like the one offered by SignMore will make sure you never miss a call again. And there are integration options available that can push call/live chat information straight to your CRM. Data conflicts and manual data entry become problems of the past. Clients no longer need to put up with office hours, bots, or voicemail. Anytime they reach out, they will always be able to speak to a real person via a phone call or live chat.

MAKE EVERY CLIENT FEEL IMPORTANT FROM THE FIRST INQUIRY

84% of clients say being treated like a person²⁴, not a number is a very important factor when it comes to winning their business²⁵. It’s time to roll out the red carpet for every interaction. Answering services don’t just take calls and pass them on. They can capture and qualify leads, provide an online appointment booking system, send text reminders for appointments, and more.

A “manual” lead management process can work for a small team, but as your real estate business grows, leads might start to fall through the cracks. Having more leads or clients than you can handle means missed phone calls, a backlog of voicemail messages, and data conflicts between systems. Don’t leave leads hanging – give them the premium service they deserve.

PERSONALIZE THE CLIENT JOURNEY

Real estate = real people. Getting to know your clients and building rapport with them is foundational. So how do you level up? You create a personalized journey from the first interaction. Allow clients to state preferred methods of communication, language, and availability. Include all of this information in your CRM. With a solution like SignMore, you can also customize call flows and lead qualification criteria.

You can also find opportunities to delight. The book *Unreasonable Hospitality* is packed full of fun ideas when it comes to meaningful gifting. Did your client mention they plan to do yoga in the sunroom? Set up a new yoga mat with a note. Do they have pets? A gift for furry friends can mean a lot.

Going above and beyond isn’t expected, but it is always remembered.

²² Consumer Reports

²³ Service Direct

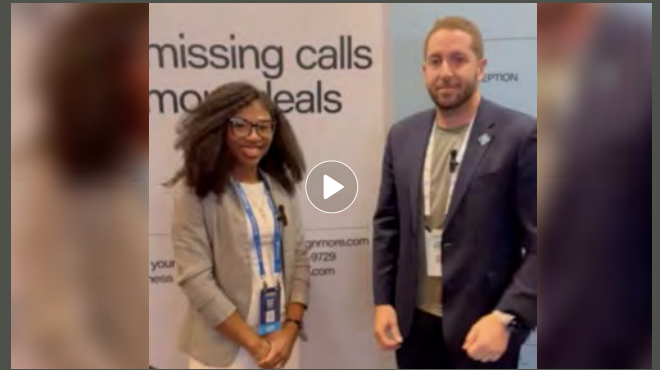
²⁴ Salesforce

²⁵ Salesforce

SIGNMORE *Success* STORIES



Laura Diss, owner of Q Boutique Specialty Realty, shares why SignMore has been her best experience with a contracting service over her 14 years in real estate.



Hear how SignMore has helped Agent Image with call answering and lead capture.



Tracy
Tutor

TRACY TUTOR TEAM
AT DOUGLAS
ELLIMAN REAL
ESTATE

“ SignMore is a game-changer for my team. The appointment scheduling feature maximizes my efficiency, and customizable call handling ensures I never lose a lead. I love SignMore's personalized experiences, and their real-time updates keep me connected.

Glennnda
Baker

GLENDA BAKER &
ASSOCIATES, INC.

“ When you’re spending your hard-earned dollars on marketing to generate leads, inquiries, and (fingers-crossed!) sales, you need to be able to measure that ROI. This is why I’m so dang impressed with the company SignMore. One of their services is answering your calls anytime you need them to, 24/7. We all know good and well that people are not patient and if you don’t pick up the phone, they’re gonna make calls until someone will. A missed call is a missed opportunity.

SignMore has a team of property receptionists, so your callers will always reach a live person. Period. This is where measurement comes into play. Y’all will have an improved ROI, as you can directly measure the number of inquiries from your marketing efforts and can match back the number of qualified leads from your campaigns! Amazing! And even better? SignMore can give you a dedicated business phone number for your specific marketing material to make this process even more accurate. This way, you can figure out which of your marketing materials and campaigns have the biggest impact on your lead generation, which will help you grow.

So, I am pleased as a pig in a puddle to partner with SignMore, because they are all about your ROI. They know what you do and they have tools to make it easier and more effective! They offer a host of property-centered services—managing your calls, scheduling appointments on your behalf, qualifying your leads and more.

Summing Up

EMBRACE ADAPTABILITY AND INNOVATION IN CLIENT SERVICE

The real estate market in 2024 and beyond requires exceptional client service - including 24/7 availability. As indicated by SignMore's data, 25% of calls come outside office hours, highlighting the need for realtors to provide around-the-clock assistance and personalized experiences.

KEEP THINGS HUMAN

Personal relationships are the cornerstone of the real estate business, so don't dampen your spark with digital. Streamline where you can, but keep client interactions human.



MAINTAIN PERSONAL RELATIONSHIPS IN A DIGITAL WORLD

Integrating the right tech for your business is vital. 41% of real estate companies are redefining their processes with technology, offering innovative solutions like virtual tours and smart contracts. This technological shift is not just enhancing operational efficiency but also revolutionizing client interactions and property experiences.

BUILD A STRONG ONLINE PRESENCE AND BRAND

With most property searches and transactions starting online, realtors must focus on creating visually appealing listings, optimizing for mobile users, and leveraging social media for lead generation and brand building.

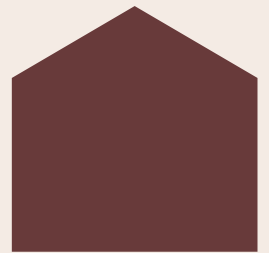
LEVEL-UP YOUR LEAD MANAGEMENT AND CLIENT EXPERIENCE

Streamlining lead management is essential for business growth. Real estate is competitive, but providing a seamless, personalized client experience can set you apart. Services like SignMore can add value to your client interactions.



THANK YOU

THE ONLY *constant* IS CHANGE



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🌐 signmore.com

HOMES
FOR
ALL

SignMore is donating 1% of revenue to help build homes for those who need them most.