

# 5 MUST-DO MARKETING TIPS FOR REAL ESTATE AGENTS TO END THE YEAR STRONG

It's time to finish 2024 on a high note and have all your ducks in a row for when the new year rolls around. January is statistically the highest buyer enquiry month of the year, which means that having your listings base is critical. Besides, there is no better feeling than wrapping up with a solid sale and knowing exactly how you're going to tackle your future ones when you get back to work from your well-deserved break.

To help you out, we've curated 5 must-do tips to enhance your marketing this year and beyond.

## GROW YOUR CLIENT DATABASE



A large database offers you numerous prospective buyers that you can market your properties to. Use the December period to clean up your database, and remember to take every opportunity to expand it, too. You can do this through:

- Networking
- Social media
- Showhouses

**TIP:**

Use your CRM to organise and segment your contacts.

## REACH OUT BEFORE THE HOLIDAYS

Keep yourself top of mind by sending warm, personalised holiday messages. December communication is a great way to remind past clients and potential buyers that you are at their service when they need you.

**TIP:**

Share market updates, thank your clients for their support, or simply wish them well.



## OFFER YEAR-END INCENTIVES



You can encourage your leads to act before the year ends with limited time offers or year-end promotions. Be sure to target buyers and sellers.

**TIP:**

Use holiday-themed marketing and emphasize urgency.

## PREP LISTINGS FOR THE NEW YEAR

Get your clients ready for the new year by giving them tips on things they can do to prepare for their listing in January. This includes staging, professional photography, and pricing consultations.

**TIP:**

Offer free consultations in December to lock in future business.



## BOOST YOUR SOCIAL PRESENCE



December tends to be a quieter month, so use the time to reflect on your social media strategy for the coming year. Plan content, posts, and engagement strategies to keep you top of mind with your followers.

**TIP:**

Share festive or year-in-review posts to engage your audience.

## CLOSING TIP:

Implement these strategies today and set yourself up for success in 2025!