

# Selling With No Sign In The Yard

When it comes to marketing; all real estate agents have probably been accused or doing nothing more than "placing a sign in the yard and waiting to the phone to ring." The fact is there is more to consistent success in selling properties than that.

As a REALTOR who nearly never uses signs (*I primarily sell occupied rental properties and see no need to stir up trouble with the tenants*), I've learned some methods you might utilize on your own or pass on to the agent that is marketing your property.

Almost all real estate agents use the Multiple Listing Service (MLS) to publicize their listed properties for sale (*or lease*). Most take full advantage of the modern computerized tools of the MLS by posting a photo (*or many*) and writing a good description. However many stop there and don't experience the full benefit the system.



by Randy Lee

Today, the MLS is a stronger marketing tool than ever! Through integration of data base information and property descriptions, an agent can program the system to automatically notify his prospects, who are looking for a certain type of property, within 24 hours of the property becoming available. So, once the system is set up correctly, an agent's prospective buyers (*investors in my case*) will truly get the impression he is working 'around the clock' to find properties that fit their needs! ...That is simply working smarter.

Taking this process one step further, when an agent lists a property for sale (*or lease*), he can also contact all of the agents who have registered prospective buyers in the system, that have an interest in property similar to the one he has listed, notifying them of the match.

This contact can be made via a simple group e-mail that includes a link to the property's MLS page and a brief introductory note. Or, the agent may decide to use a more proactive approach and contact each agent by telephone. Successful REALTORS are busy folks, so it makes sense that you will dramatically improve your odds of getting your properties noticed (*and sold*) by being sure the most likely selling agents (*and their clients*) are aware of them.

Despite the agent's efforts to notify his own clients using the aforementioned MLS automated system, he would also be wise to follow up with those prospective buyers with a personal e-mail or phone call. We are all barraged with e-mail solicitations daily, so no matter how interested those clients may be, it is very likely that the information will be overlooked. When it comes to investment property, a day can be the difference in a deal; so follow up one-on-one contacts are essential to selling success.

Technology is revolutionizing the way we market properties. Most of the investors I work with are not located in our region. Our promising appreciation, stable economics and likely positive cash flow is drawing the attention of investors from across the United States. While the local MLS allows us to communicate very efficiently with investors in our back yard; it may be even greater for making "our back yard" available to prospective buyers thousands of miles away!

As an Investment REALTOR, I combine the power of our MLS with involvement with numerous investor groups across the country to dramatically increase the exposure of properties for sale in our area. Learn more about those techniques and ideas at the Middle Man Magazine on line: [www.Homes.4T.com](http://www.Homes.4T.com).

*Randy Lee is the Publisher of Middle Man Magazine. Lee is a licensed agent in TN, AL and GA. He is an Affiliate Broker with ERA/Central Real Estate in Chattanooga and Keller Williams Realty in Huntsville. An active investor, Randy Lee is a member of over 30 investor groups around the US and Canada. Randy authored the book "Short Sales; The Secrets and Strategies of Pre-Foreclosure Investing".*